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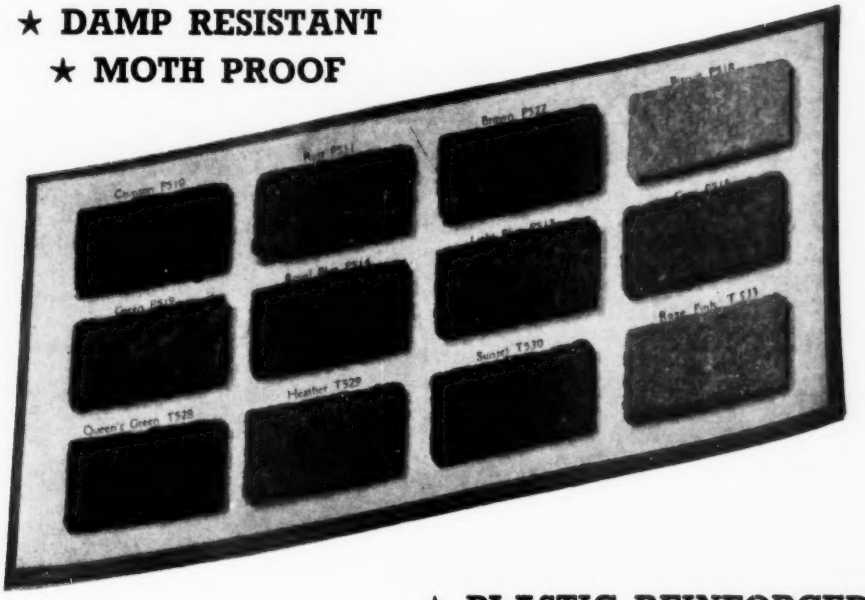

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Posturepædic...

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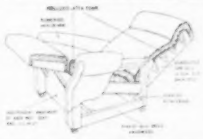
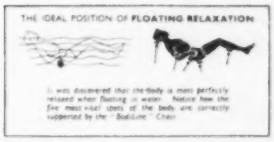
Portrait of a top level executive—relaxing





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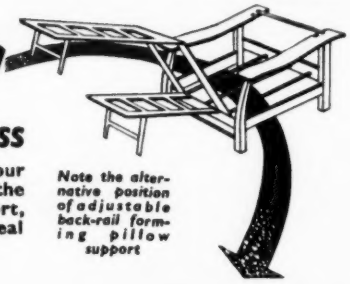

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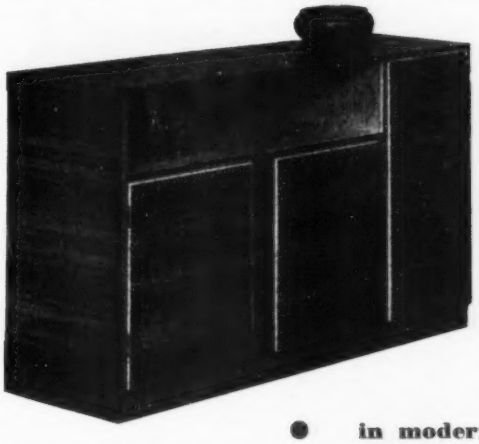

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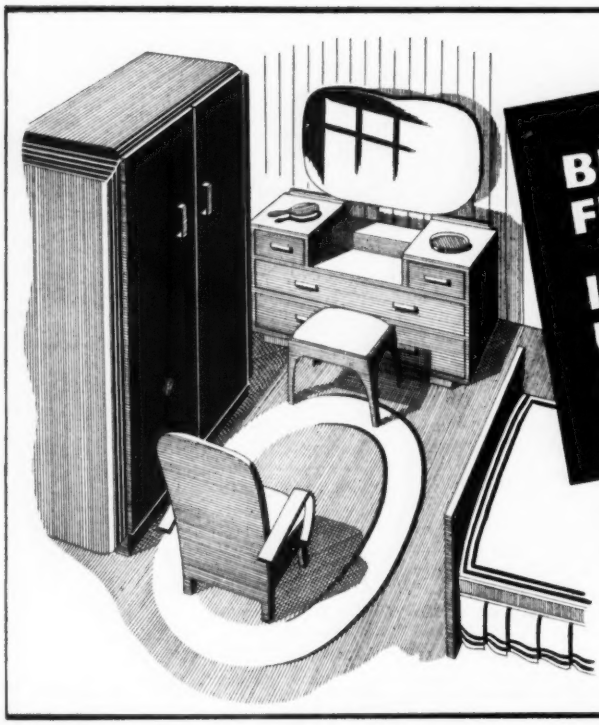

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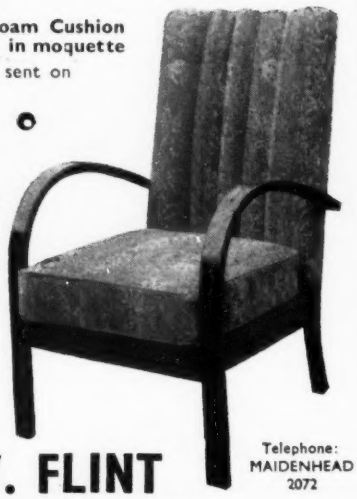

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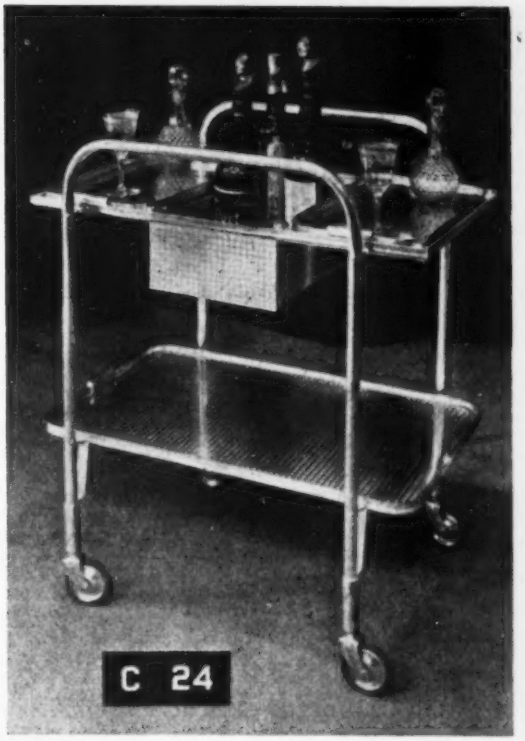

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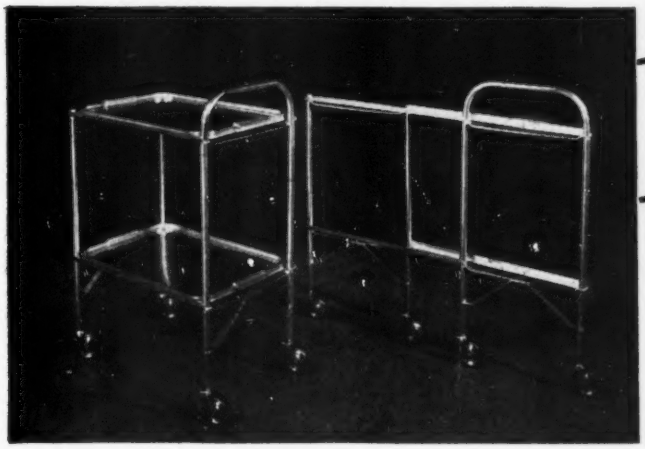

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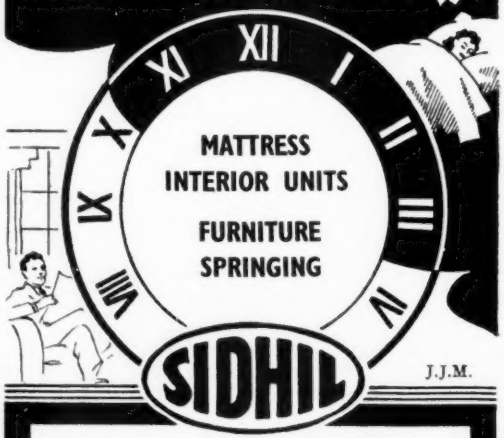

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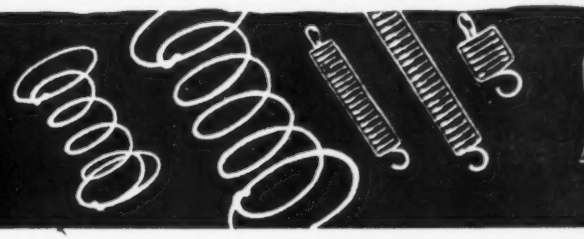

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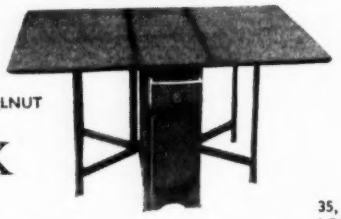

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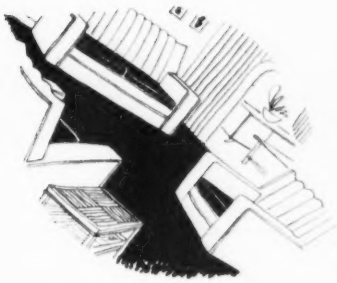

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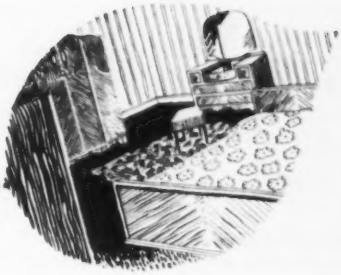

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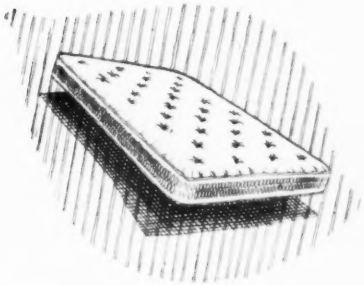

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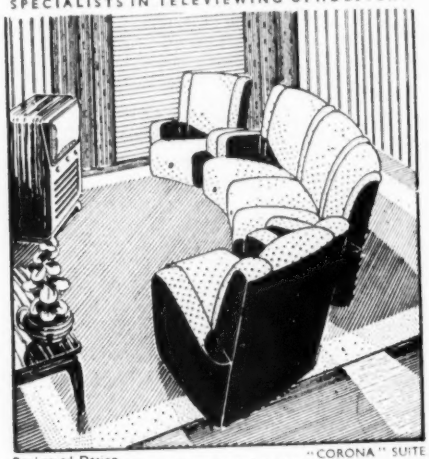

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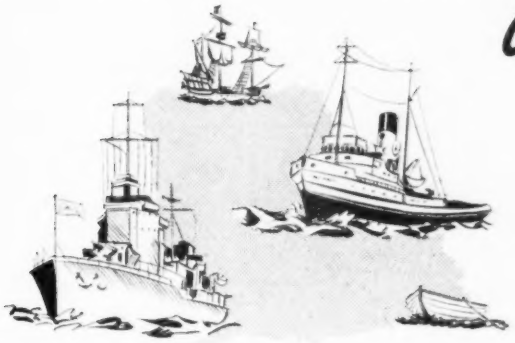

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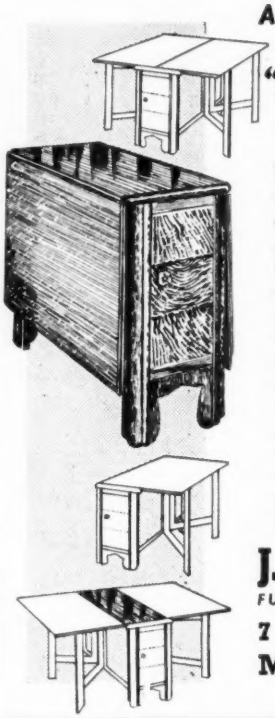

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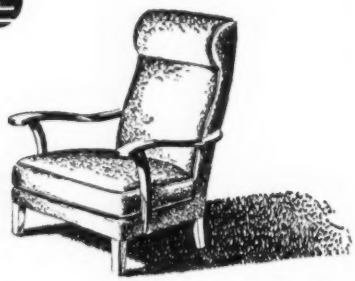

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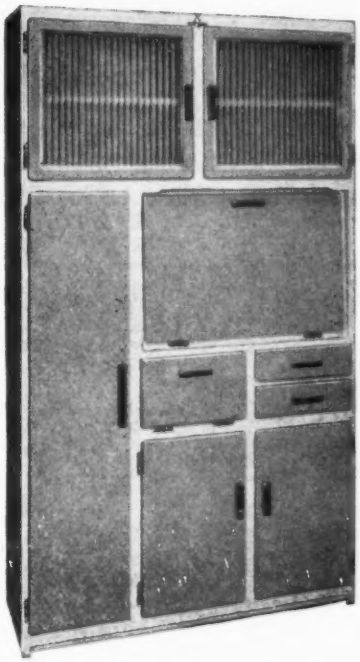

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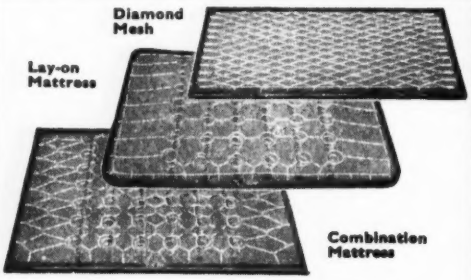

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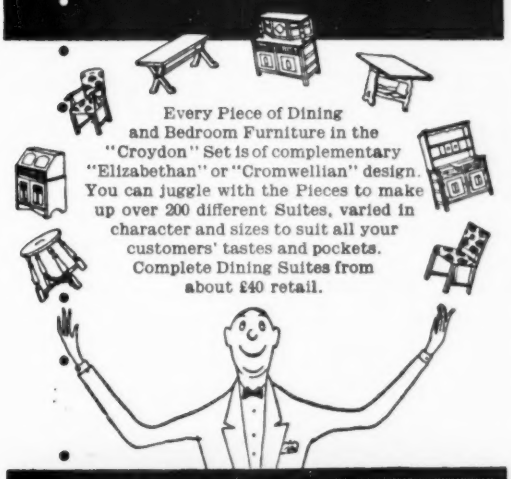

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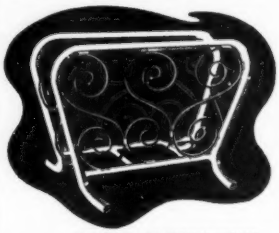

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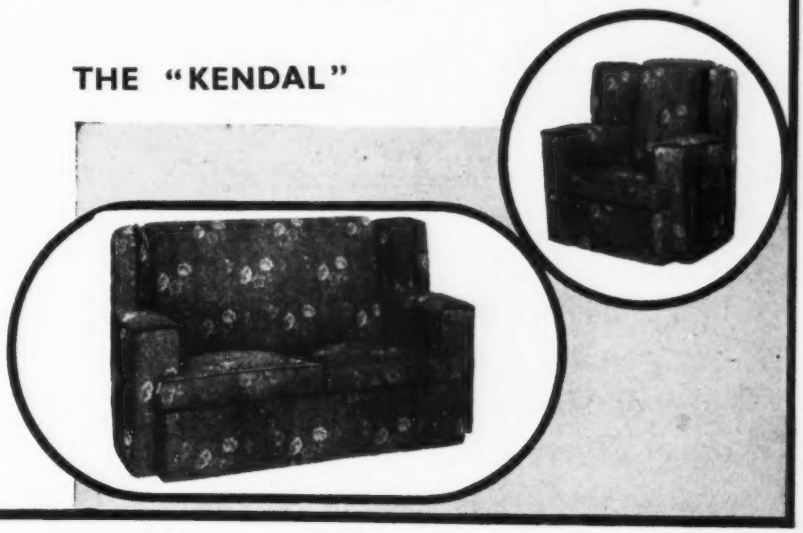

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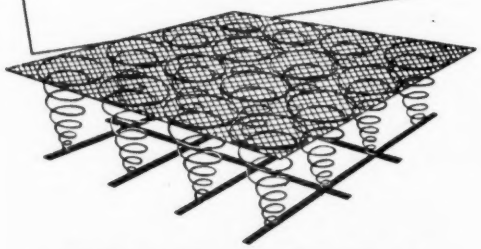

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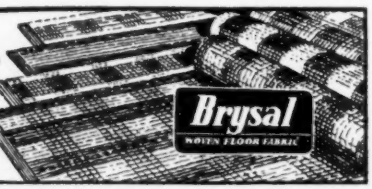

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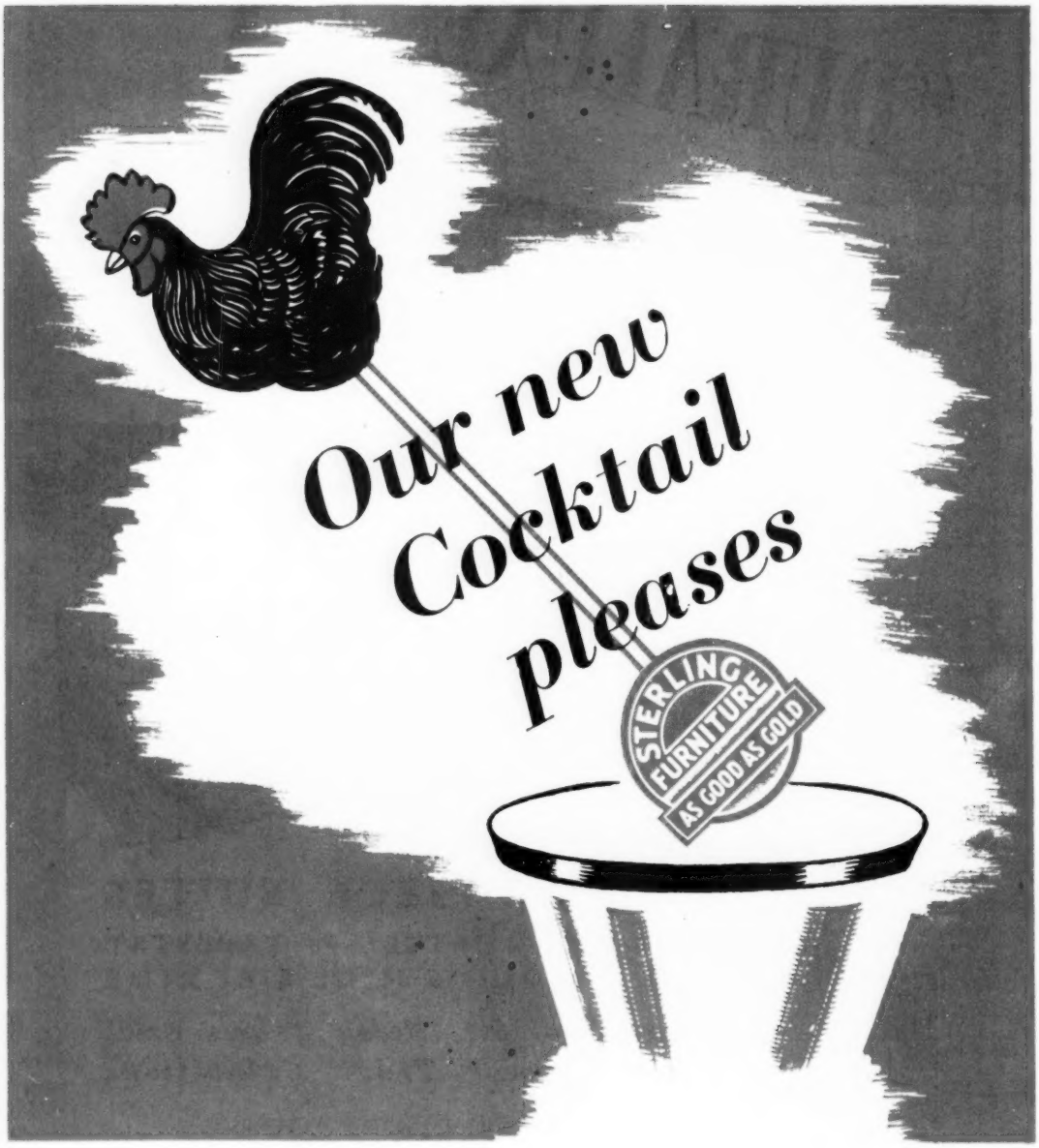

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December 25, 1953

Workers' Wage and Hours Claims Rejected

But Employers Will Consider Anomalies

THE unions' claims for a reduction in the working week to 40 hours, and an increase in the minimum time rate per adult male, of 6d. an hour, with a commensurate increase for women and juveniles, were rejected by the employers' side of the J.I.C. at a meeting last Friday.

An official statement issued after the meeting said:—

"A meeting of the British Furniture Trade Joint Industrial Council was held on Friday, December 18, under the chairmanship of Mr. Cuthbert Greig, M.B.E., the honorary president of the Council, to receive the reply of the employers' side to the proposals to amend the National Labour Agreements for the Furniture, Bedding and Window Blind Manufacturing Trades, put forward by the National Federation of Furniture Trade Unions in their letters of October 23 and explained fully by Mr. A. G. Tomkins, C.B.E., at the last meeting of the Council on November 20.

Careful Examination of Further Facts

"Mr. D. D. Mitchell, joint secretary, employers' side, in a detailed statement, explained the reasons which, after a very careful examination of the arguments put forward by the unions, compelled the employers to reject the proposed amendments.

"The employers' side made it clear that they were willing to examine any further considered facts the unions might wish to bring before them, and to hold early discussions with a view to removing any anomalies in the National Labour Agreements which could be shown to exist.

"Mr. A. G. Tomkins, C.B.E., joint secretary, workers' side, commented on certain aspects of the employers' statement and agreed, on behalf of the National Federation of Furniture Trade Unions, to study the reply of the employers and their offer to examine any further matters the unions might wish to advance."

Honoured

Mr. MacAlister Bexon, who was honoured at a dinner in London last week, reads a congratulatory telegram with (right) Mr. Cuthbert Greig.

Retailers Reject Wage-For-Age Amendment

AT the recent meeting of the National Executive Committee of N.A.R.F., it was stated that the trade union side of the Retail Furnishing Wages Council had made an application for the terminal rates at the age of 24 years to apply in future at 21 years of age.

This was being resolutely opposed by the employers' side as it would have the effect of producing substantial increases to all over 21 years of age.

With regard to N.A.R.F.'s request for special rates for late entrants, it was reported that after careful consideration the employers' side itself had come to the conclusion that this could not be sustained and they had therefore decided not to proceed with the proposal.

South Coast Opening

Premises at 62 High Street and 2 Ship Street, Shoreham, Sussex, have been taken over by Jones & Tomlin, the Worthing furnishers. They will open on January 1.

The manager of the branch will be Mr. E. Kay, who was previously manager at Worthing. Mr. A. King will now manage the Worthing shop.

Managing Directors Bid For Shares of M. Morris Cabinet Makers

THE joint managing directors of M. Morris Cabinet Makers, Mr. Alec Morris and Mr. Jack Morris, have now offered to purchase at 8s. per share all Ordinary shares in the company not already owned by them or their families.

This purchase is to include all rights attaching to the shares with the exception of the dividend for the year ended June 30, 1953.

The offer is subject to acceptances being received not later than January 12, 1954 (or such later date as may be fixed being not later than January 19), in respect of not less than 90,000 Ordinary shares, or such less number as the managing directors may decide to accept.

An offer for the shares by the managing directors was foreshadowed in a circular issued with the report.

As reported in *Furnishing World* on December 11, the directors proposed that the company should be liquidated and surplus assets returned to shareholders. Break-up value of the Ordinary shares was tentatively estimated at around 10s. per share.

Purpose of the offer by the managing directors was stated to be to enable shareholders to avoid the delays and costs of liquidation.

The joint managing directors and their immediate families are the beneficial owners of 336,015 Ordinary shares.

Mr. Edward Baldry is chairman.

Fastness To Daylight Standard Amended

THE British Standards Institution has issued an amendment to B.S.1006, "Method for the Determination of Fastness to Daylight of Coloured Textiles."

Certain dyed textiles undergo a slight initial change of shade during their first few days, or even hours of exposure but do not, thereafter, exhibit any change for months or years. These slight changes are such that under normal conditions of exposure they would seldom be observed.

The 1942 edition of B.S. 1006, in order to simplify the test, took no account of this effect, but it was decided that the new edition (issued in February this year) should recognise it. The standard now requires that any initial fading be shown by a bracketed index, e.g., 7(2), which indicates that the long-term rating is Grade 7, but that slight initial fading, if noticeable, would be equivalent to Grade 2.

Experience since the revision was issued has shown that an explanation of the technicalities underlying this dual grading would be helpful to non-technical people using the standard. A new Appendix C "Explanatory notes on the method of assessing light fastness" has been issued as Amendment No. 1 to the standard.

Copies of the amendment, which is free, are available as P.D. 1747, from the B.S.I., British Standards House, 2 Park Street, London, W.1, or 12 Hilton Street, Manchester, 1.

Carpet Avenue at Hotelympia

THE British Carpets Promotion Council have sponsored an "Avenue of Carpets" at Hotelympia, which opens in London next month.

The avenue will extend along the main aisle of the National Hall at Olympia, and will be about 54 yds. long. It will consist of twelve carpets each divided by a strip of plain grey Wilton carpeting, and each carpet has been specially elected as representative of the new designs now being supplied by British manufacturers.

The makers of the carpets are: Carpet Trades, Ltd., Kidderminster. Tomkinsons, Ltd., Kidderminster; The Carpet Manufacturing Co., Ltd., Kidderminster; Brintons, Ltd., Kidderminster; James Templeton & Co., Ltd., Glasgow; T. Bond Worth & Sons, Ltd., Stourport-on-Severn; Woodward Grosvenor & Co., Ltd., Kidderminster; and Hugh Mackay & Co., Ltd., Durham.

No Pref. Div. for Wake & Dean

The directors of Wake & Dean, furniture manufacturers, announce that the Preference dividend due on December 31 will not be paid.

Last February a shareholders' committee was formed and the following month the Board of Trade appointed two inspectors to investigate the affairs of the company, since when the capital has been reorganised.

Graham's Now Control Newbery's of Reading

THE controlling interest in the old-established firm of Arthur Newbery, Ltd., furnishers, of Friar Street, Reading, has been acquired by J. Graham (Furnishers), Ltd., of Sheffield.

The store occupies a commanding corner site in Reading and there are a basement, ground and first floor, with a total floor area of about 15,000 square feet.

Newberys have always specialised in antique furniture and an antique department will be retained.

In addition there will be a full range of reproduction and New Elizabethan furniture.

There is a soft furnishing department, and a bedding department which will be extended.

Another feature of the store is a series of model rooms showing furniture in appropriate settings to help customers in their choice.

The store will still trade under the name of Arthur Newbery, but buying will be done centrally by Mr. Harold Graham, a director of Grahams, from the Sheffield office.

Mr. M. H. Bedford will continue as manager of the Reading store.

Veneer Imports on Open Licence

The Board of Trade announce that the raw materials listed below will be admissible under Open General Licence if originating in and consigned from any country or territory *other than* those named.

The materials are: Cotton linters, glue stock and pieces suitable for making glue (including hide-cuttings and waste), hides and skins, raw, dried, salted or pickled, wood and manufactures wholly of wood, the following—veneers.

The countries from which these goods may not be imported on Open General Licence are: Bolivia, Canada, Columbia, Costa Rica, Cuba, Dominican Republic, El Salvador, Ecuador, French Somaliland, Guatemala, Haiti, Honduras, Liberia, Mexico, Nicaragua, Panama, Philippines, Tangier, U.S.A., Venezuela.

Store Reopened for Carpet Sale

John Walsh, Ltd., drapers and furnishers, of High Street, Sheffield, temporarily reopened their former premises in Gargate, Sheffield, recently, for a special sale of a large consignment of Indian carpets.

Chancellor To Consider Plan For January Tax Changes

But B.F.M. says "Just As Bad For Trade"

THE Chancellor of the Exchequer will bear in mind the suggestion that any future reduction in Purchase Tax shall be made in January rather than the April Budget.

This was revealed at the last meeting the Merchandise Committee of N.A.R.F.

It was stated that the National Bedding Federation, the Federation of British Carpet Manufacturers and the Linoleum Manufacturers' Association who had been asked to support these representations had indicated that they were willing to do so and had indeed made their views known to the Chancellor.

Unfortunately the B.F.M. intimated that an announcement of tax changes in January would have as bad an effect on trade in the months preceding January as the present April announcement has on the months preceding April.

The Merchandise Committee expressed disappointment at the reluctance on the part of furniture manufacturers to support the representations which had been made and it was resolved to pursue this matter with the B.F.M. urging that reconsideration be given to the Association's request, particularly in view of the fact that the Furniture Trade Exhibition, to be held in February, would appear to be an additional reason why furniture manufacturers might appreciate having the purchase tax question settled in January rather than in April.

It was pointed out that in the meantime a number of individual members had indicated that they were approaching carpet manufacturers to adopt the procedure of supplying "on sale or return."

It was recalled that at the joint meeting with the Carpet Federation on September 29, the question had been raised by the retail representatives but had been turned down by the carpet manufacturers on the grounds of its practical difficulties.

The Committee took the view that the practical difficulties should not be allowed to stand in the way of operating a legal means of deferring liability to tax by those retailers who so desired, and it was accordingly resolved that further representations be made to the Carpet Federation urging them to give favourable reconsideration to their earlier decision and to recommend their members to accede to requests made by their retail customers for the operation of a sale or return arrangement.

Other matters dealt with at the meeting :—

B.S.I. Standards for Upholstery. The revised draft British Standard for Upholstery was brought before the meeting from which it was noted that the Association's representations on the previous draft relating to the item dealing with labelling had been conceded.

As regards the provision relating to infestation by moth and other insects the previous provision limiting the manufacturers' liability to renew and make good to a maximum period of six months after the date on which the upholstery had been supplied, had been retained.

It was also observed that some provision had been made concerning upholstery covering materials pending the preparation of British Standards dealing with these materials.

After careful consideration of the draft Standard the Committee resolved to record the view that they were not entirely satisfied with the Standard.

Quality of Furniture. It was reported that at the last meeting of the British Furniture Trade Confederation the opinion had been expressed that an increasing volume of sub-standard furniture was being made and was finding its way into retail shops and it was proposed that a joint panel representative of furniture manufacturers and retailers should be appointed to investigate this matter and recommend what steps might be taken to arrest this development.

The Merchandise Committee was unanimously in favour of doing whatever was possible to prevent the return of sub-standard furniture, and accordingly agreed to support the proposed joint panel and proceeded forthwith to appoint seven representatives.

Carpets. A full report was given of the joint meeting with the Federation of British Carpet Manufacturers on September 29.

After careful consideration it was resolved that the various points which the carpet manufacturers had agreed to take back for consideration should now be followed up.

Council of Industrial Design Furniture Conference. The recent

(continued over page)

Arthur Askey in "Rufflette" Film

Arthur Askey, Ivor Webber and N. N. Jones talk on the set of "Ring Up The Curtain," the new "Rufflette" advertising film produced by Theatre Publicity for Thomas French & Sons, Ltd., Chester Road, Manchester, 15. Mr. Webber is a director of the Winter Thomas Company, Ltd. who handle French's advertising, and Mr. Jones is the manager of French's Publicity Division.

N.A.R.F. Discuss New H.P. Bill

Danger of Low Deposits and Long Terms

THE new Hire Purchase Bill, the main provision of which is to raise the existing £100 limit to £300, was discussed at a recent meeting of the National Executive Committee of N.A.R.F.

The Committee unanimously approved the principle of this new legislation, and the question was raised whether representations should be made to the sponsors of the Bill for the inclusion of an appropriate clause requiring a minimum deposit to be taken at the time of the signing of the agreement in all hire purchase transactions.

A lengthy discussion took place with regard to the present tendency towards the lowering of deposits and the lengthening of periods of credit.

It was recalled that there was a substantial body of opinion in favour of a compulsory minimum deposit.

On the other hand, there was much opposition to the reintroduction of unnecessary controls, and there were many implications to be considered.

One fear which predominated in the minds of the Executive Committee was that lower or no deposits and lengthening periods of credit extending to three years or more, might well give rise both to increasing the hire purchase charges and therefore the ultimate price payable by consumers, or alternatively would result in the production and the sale of substandard furniture which would redound to the credit of the trade as a whole.

After a very full discussion it was resolved to ascertain the attitude of the Board of Trade towards the introduction of a provision along the lines discussed and to report to the January meeting of the Executive.

When Natural Wood Darkens On Exposure To Light

(*from previous page*)

Conference on Furniture Design organised by the C.O.I.D. was brought under consideration and a number of Committee members who had been in attendance at the Conference expressed their personal views.

It appeared to be the general feeling that this Conference had been successful.

Rug Reconditioning Service. Attention was drawn to the arrangements for a rug reconditioning service available to user-customers who had completed a guarantee service card when purchasing the rugs at a retail shop.

It appeared that retailers generally had no knowledge of this direct approach to their customers and it was accordingly resolved to take this matter up with the manufacturers.

"Maturing" of Furniture in Strong Light. A communication had been received from a member drawing attention to the problem caused by natural walnut or oak furniture darkening on exposure to light, thus leaving light patches if price tickets, magazines were left on the surface.

There was considerable discussion on this subject which was felt to be a general problem in the trade and ultimately it was agreed that this should be referred to the Furniture Development Council for consideration with a request for them to offer such advice as might be possible and if necessary to see what could be done in the manufacturing process to avoid this loss of colour.

Linoleum Laying Charges. A query had been received from the South-Western Area Council as to the charges normally made for laying linoleum and as to provision for easing.

It was the considered opinion of the Merchandise Committee that as lino could not be regarded as fitted until it is eased the charge should include provision for a first easing, but subsequent easings might be the subject of a separate additional charge according to whether the job had been done properly in the first place.

Nevertheless, it appeared to some members that linoleum now required more easing than formerly, which may be due to a speeding up in the manufacturing processes and it was agreed that this matter should be taken up with the Linoleum Manufacturers' Association.

Retailers Invited To Furnish Show Flat

RETAILERS are invited to furnish a show flat at the "Daily Mail" Ideal Home Exhibition, Olympia, in March, 1954.

The flat will be on the first floor of a building put up in the exhibition by the Ministry of Housing and Local Government, to represent a terrace of four typical old London houses.

This scheme will show how successfully old houses can be converted (horizontally), so that each flat covers one floor of two adjoining houses.

The Council of Industrial Design has been invited by the Ministry to co-operate in the furnishings, and the flat for which it is to be responsible has a living room, two bedrooms, working kitchen and bathroom.

An experienced designer will be commissioned by the C.O.I.D. to select the furnishings from a retailer's stock. In view of this, no fee will be charged to the retailer who will be given credits, together with facilities for salesmen to staff the flat and distribute leaflets or price lists.

Retailers who are interested in supplying the whole of the furnishings for the flat should send their applications immediately to Miss Stewart, Retail Officer, Council of Industrial Design, Tilbury House, Petty France, London, S.W.1.

A draw will be held in the afternoon of January 8, to select a retailer from those applicants who are, in the Council's view, fully able to co-operate in this project. The draw will take place in the presence of representatives of the Trade Press.

Seven New Windows for Bristol Co-op.

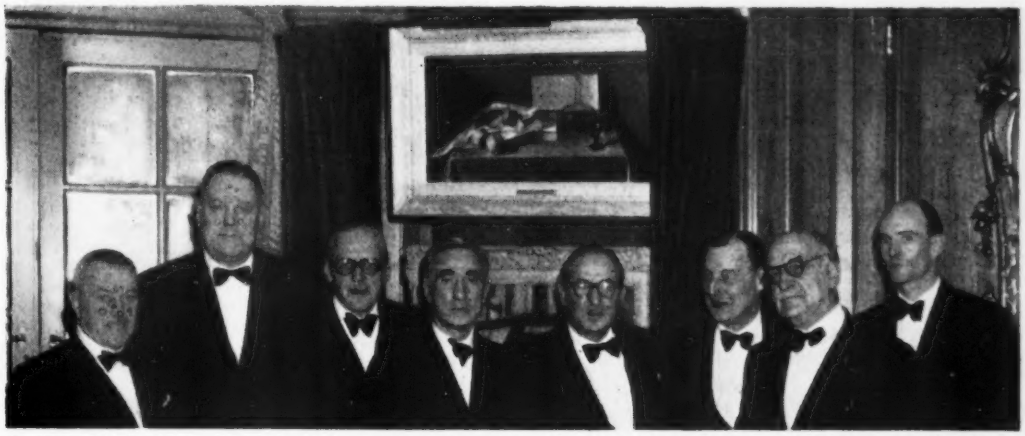
BY using blitzed land next to the main store in Castle Street, the Bristol Co-op. has added seven more windows.

The land being used is a corner site and this has enabled the Society to extend the Castle Street frontage by three windows.

When the windows were opened recently one was devoted to a display of C.W.S. made furniture, a dining and a lounge set, and two others were showing kitchen and allied equipment.

An all New Elizabethan furniture shop, is planned for the near future.

B.F.M. Honours MacAlister Bexon at London Dinner



In front of the two oil paintings that were presented to Mr. MacAlister Bexon at the dinner are Mr. F. D. Welters, Mr. C. A. Lakin, Mr. Cuthbert Greig, Sir Herman Lebus, Mr. MacAlister Bexon, Mr. H. R. Hoskins, Mr. Herbert E. Gibbs and Mr. David Mitchell

TRIBUTES to the service given to the furniture industry by Mr. MacAlister Bexon, C.B.E., were paid by his colleagues of the B.F.M. at a complimentary dinner at the Dorchester Hotel, London, last week.

The dinner was held to mark his retirement from the position of president.

Mr. Bexon was presented with two oil paintings—a still life and a picture of a chemist's shop at the corner of Wigmore Street.

Mr. Cuthbert Greig, M.B.E., president of the B.F.M., proposing the health of their guest, referred to the activity and energy Mr. Bexon had devoted to seeing that the D-Line was not drawn so low as to damage the industry, or to be an unfair burden on the consuming public.

"We remember the innumerable meetings, both official and unofficial, and the times you chased people, in and out of the House of Commons, to be sure that at least these people should know the full strength of our case," he declared.

"We know what you did for us on the Production Committee of the Board of Trade, and we know the months you gave to serving on the Working Party, and the work you have done on the Furniture Development Council.

"While we thank you for all these things you have done, things that will go down in the history of our industry, there is something else you have given us that is alive and continuing.

"I refer to your example in office and the integrity of character, your sincerity and honesty of purpose.

"These are the things that have made you so dear to us, and you have set a very high standard for us to follow in the work of B.F.M. for a long time to come.

"It was exactly the same when B.F.M. first came into existence. I remember then that you were working very hard in the interests of the industry, voicing your theme that co-operation and unity were required in the industry.

"In High Wycombe you played a leading part in bringing the two organisations into one and bringing organisations into the Joint Industrial Council."

Mr. Greig went on to point out that in stressing the need for co-operation, Mr. Bexon had always insisted that co-operation must not be a camouflage for dictation by a national organisation. He had always linked his loyalty for his own organisation with his loyalty to the national good.

"You never let anyone down and everyone here who has experienced kindness and courtesy from you would like to make the same statement," Mr. Greig said.

Mr. Ralph C. Sunley, chairman of B.F.M. Exhibitions, added his tribute, and referred warmly to the **help which their retiring president had received from Mrs. Bexon, who was "sometimes behind him, sometimes alongside him, and sometimes a way ahead of him."**

Mr. William Kyle, secretary of the Scottish Furniture Manufacturers' Association, said that Mr. Bexon's tenure of office had been conditioned by "three s's—sincerity, suavity and serenity."

Mr. Rayner Stephens, chairman of the L.F.M., said it was a privilege to have served under Mr. Bexon, and said he hoped their own tribute would rank as high in his estimation as that great honour conferred on him by Her Majesty.

Mr. Leslie Lewis, editor of *Furnishing World*, thanked Mr. Bexon for all the help and consideration which he had given to the Press, and the assistance which was always forthcoming.

Sir Herman Lebus, honorary president of the B.F.M., who said he had known MacAlister Bexon for many years, spoke of the service, advice and goodwill which he had always been able to provide. He had played an important part in the affairs of the industry right from its early days.

"I look forward to many years of happy companionship with him as an honorary president," said Sir Herman.

After the chairman had made the presentation, Mr. Bexon, in his reply, said he had received some charming letters from people who were not able to be present.

He said he was pleased to see that Jack Birch was present from High Wycombe, and pointed out that he was grateful to High Wycombe. It seemed an extraordinary thing that he went to Wycombe as a "foreigner" and in a few years he was put into a position of limelight and was able to accomplish something.

(continued page 42)

Viewpoint

BEFORE the war the furniture trade staged as many as eight wholesale exhibitions each year. It was to remedy this state of affairs that the B.F.M. wisely decided that there should, in future, be only one exhibition a year, the Manchester show being considered the northern section of Earls Court.

It is interesting to see that America is facing the same problem, but to a much greater degree. Manufacturers and retailers in the States are now being asked to support twenty-five or thirty Furniture Marts every twelve months.

If there are any furniture men in this country who favour the holding of more exhibitions, let them take a lesson from this leading article in the American "Upholstering":—

★★ "The market situation has deteriorated into something bordering on the ridiculous. Chicago, of course, is considered the major market. Evidently it's such a major factor that the powers that be deem it necessary to hold four markets a year in the Windy City. Then we also have other "must" markets in various parts of the country, such as the events in New York, Grand Rapids, Jamestown, High Point, San Francisco, Los Angeles, Seattle, Minneapolis, Dallas, Kansas City, Denver and so on. It's no wonder that furniture manufacturers and retailers alike are becoming disgusted with the entire affair.

"Only recently the home furnishings division of the National Retail Dry Goods Association recommended that there be only two major furniture markets a year, both of them to be held in Chicago. This is an example of the existing sentiment among top management at the retail level.

"It's about time that furniture manufacturers take a similar position. It's physically impossible for a manufacturer to participate in every market, although some of the larger producers do make an attempt to have some sort of token exhibit at most of them. However, this in itself entails a large expense.

"In spite of sectional loyalties, there is no need for twenty-five or thirty markets a year. Almost all of the business written at the marginal market could just as easily be written in Chicago, San Francisco or New York. And it could be done at much less expense. Certainly the retailer must realise that someone has to pay for all these markets.

★★ "Under to-day's highly competitive economy, the furniture manufacturer has to consider every possible method of cutting his operating expenses. Certainly one of the most sensible methods would be to eliminate participation in most of the so-called furniture markets.

"Let's get our salesmen out of the showrooms and back on the road!

"A careful analysis would prove that most of the furniture markets being held in this country to-day not only could be, but should be eliminated. Let's do it!"

Greetings

The Editor, the Advertisement Director and staff of "*Furnishing World*" wish all their readers and advertisers happiness and prosperity in the New Year.

Trade Honours MacA. Bexon

(from previous page)

"I could not have done it without the loyal support that came from people like Jack Birch, Dick Bartlett, Gus Hands and others, who helped me get the two organisations in High Wycombe together."

Mr. Bexon spoke of the assistance he had received from Mr. Greig, particularly when he was incapacitated and Mr. Greig kept him informed of the things that were going on.

He went on: "I am certain that the B.F.M. are very fortunate to have you in the position to help the young people. I speak of the young ones who are not here yet, and I do appeal to the senior directors and people in all our factories to encourage them."

After pointing out that there would always be controversy in a sound, democratic association, he said that unity was absolutely paramount. There was tremendous scope for differences of opinion but once decisions had been made, and even perhaps while they were being fought, **it was obsolutely essential for any industry or association of people to have that unity.**

Mr. Bexon then referred to the influence of television in the modern home, saying: "What has happened in America is following rapidly in this country. Television might be once again the means for bringing family life back.

"In our industry it so happens that it would benefit trade, and it would be even more beneficial because we should be doing the country a service if we tried by every means in our power to help the development of family life," he said.

"I personally, as I have right from the start, have had profound faith in trade and industry, whatever may be said against it. I have absolute faith that this industry will play its part for the future and be inspired by the highest efforts that human life promotes."

Mr. Bexon thanked his colleagues and especially Mr. David Mitchell, B.F.M. secretary, and his staff.

H. Scully Ltd.

We are asked by H. Scully, Ltd., of White Post Lane, London, E.9, to state that they have no connection with any firm of similar name or, indeed, with any other concern whatever. Neither has the company any intention of merging or linking-up with any other firm.

personally speaking...

NEWS OF PEOPLE YOU KNOW

I AM very sorry to hear that **Alf Tomkins**, that very genuine secretary of N.U.F.T.O., will be having a miserable Christmas. He has contracted a serious chill. And I am asked to make sure that no telephone calls are made to his home for the next week. All union matters will be dealt with as usual by H.Q.

☆ ☆

I HEAR that **S. Fredman**, the Paignton credit furnisher, had not long been back in this country after four or five months abroad when he was chosen as this year's president of the Torquay, Newton Abbot and District Credit Traders' Association. He had been visiting Rhodesia, where he took the opportunity of making a film camera record of what he saw there. Mr. Fredman has already treated members of the Torquay Association to a free film show, and he says he is quite willing to repeat it for any other neighbouring associations which would care to see his films.

EARLY in the New Year, **B. V. Dykes** will take over representation in the Midlands area for W. Steel & Co., Ltd. and C. Lamb & Sons, Ltd. Mr. Dykes has been representing Beautility Furniture, Ltd., and Supersuites, Ltd., in that area for the last three or four years.

☆ ☆

ANOTHER New Year appointment is that of **Syd. Phillips**, "Hazeldene," Upton Bishop, Ross-on-Wye, who returns to the sales organisation of Exeloak, Ltd. He will represent the company in the West of England and South Wales.

☆ ☆

NOW managing the furnishing fabrics, cushions, blankets, quilts and household linens departments of Trewin Bros., at Watford, is **J. G. George.**

A Smile with Betts

"I'll swear the table I ordered hadn't so many legs!"

From January 1, Peter Lambton will represent Cooks of St. Pauls in Yorkshire for household linens, furnishings and carpets. He was previously in Cook's carpet department.

ON Monday night, **S. Grant**, director, S. Grant (Furniture) Ltd., gave a dinner for the managerial staff in the Louis suite of the Trocadero Restaurant, London, W.1. I hear that the function was a very great success.

☆ ☆

A NOTE from **C. F. Lane**, director of E. Illingworth & Co. (Bradford) Ltd., tells me that the firm celebrated last week their production of the four millionth yard of dyed needleloom floorcovering. Illingworth's have pioneered the production of this class of floorcovering for the last 15 years, and claim to be the originators of this class of medium-priced product which has found its way into so many homes. This floorcovering is only one of the many "Illmond" products and, as the firm's policy is to sell through the wholesale trade only, it is sold under many names by practically all the main distributors.

☆ ☆

IT would be hard to find a more thriving example of the banding together of "long service" staff than the Six Hundred '25' Club, which held its second annual dinner in London recently. The idea for the club, formed last year, arose when a silver badge was presented to all who had served for twenty-five or more years with George Cohen Sons & Company Ltd., or any of the other associated companies in the '600' Group. Already the members number 332 and have, between them, put in no less than 9,405 years of work! Of the 332, all but eighteen are still on the active list, these representing 4½ per cent of the Group's payroll. The dinner, held at the Strand Corner House, was an even greater success than last year's inaugural affair. Founder member **Cyril M. Cohen**, chairman of the Group's parent company, presided.

(continued page 48)

RETAIL SELLING PLANS

Display Ideas from Scotland

1. Bed-settee demonstration in window

THE Scottish house furnishers, James Grant & Co., Ltd., recently introduced a new bed-settee to the Scottish public by staging window demonstrations at their premises in the High Street, Edinburgh.

While crowds of shoppers looked on with interest, a demonstrator showed how the settee could be transformed into a double bed with just a touch of the finger-tips.

This was the first time that this new line—the Bed-Max, made by Waverley Upholstery (Edinburgh), Ltd.—was on sale to customers in Scotland.

2. Model bedroom proves a "seller"

THE regular use of one of its two windows as a model bedroom is proving a successful display policy at the Sleep Shop, which opened in Dalry Road, Edinburgh, this autumn. In the rear window is installed a bedroom setting, featuring one divan or bed, and furnished with window drapes, carpets and New Elizabethan wallpaper. The central piece—the bed—is replaced frequently, and the main accessories are varied slightly less often.

Display problems have been carefully studied at this new specialist shop. Mattresses are always difficult to show attractively, and here a series of small shelves has been made, fixed to the showroom walls unobtrusively by small brackets. Mattresses carried on these shelves appear to be suspended against the wall at eye level.

The shop's two windows are dissimilar: one has been left low, the other built up. The first allows floor-level display of mattresses, supplementing the showroom wall fixtures described above, while the built-up window allows for eye-level presentation of pillows and other smaller lines.

Beds, bedding and pillows only are stocked by The Sleep Shop, and the décor has been designed to set off these lines. The ceiling and an area of walls and rafters just below have been painted deep midnight blue, studded with stars, and the rest of the wall area is covered with an attractive New Elizabethan paper.

3. Planned papers set off furnishings

WALLPAPER in a variety of patterns and colours, for use on showroom walls and ceilings, has been selected by an Edinburgh store to demonstrate the importance of relating wallpaper to furnishings.

C. & J. Brown of Newington, Ltd., who opened an extension to their showrooms at South Clerk Street, Edinburgh, earlier this month, have converted the entire top floor into one large showroom, with furniture displayed in room-schemes inside bays.

Each of the bays containing furnished rooms has its own variety of wallpapers to set off the pieces displayed, and a prominent feature is the use of coloured papers on the ceilings. Among these, red and green predominate. Apart from being an "advancing" colour the red in particular reflects its warm tones on the display below, and has been chosen to show how a too-high ceiling can be made to appear lower, giving the room a more cosy appearance.

In the same way other coloured papers can give an illusion of height to a too-low ceiling, and for this purpose the cooler or "receding" colours have been chosen. One bay on this floor has been left undecorated, serving to emphasise the necessity of choosing the right paper for room settings.

A wide variety of furniture styles is displayed in the bays. A New Elizabethan bedroom suite in natural oak is shown against a red and white wallpaper, with a black and fawn square carpet. In an adjoining bay is a reproduction mahogany serpentine bookcase which took a craftsman six months to make. This is set against a background of white and grey modern wallpaper.

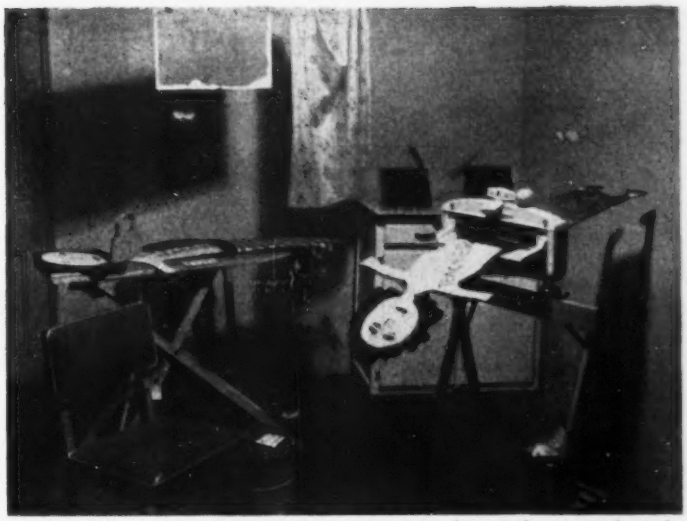
Discussing with a *Furnishing World* reporter the use of contrasting or complementary papers on the different walls of the same room, Mr. J. Chalmers Brown, managing director, said: "I think that in the future no one will do their showrooms in one colour."

Apart from planned use of wallpapers in the furniture showrooms the reorganisation at Brown's store includes replanning of the soft furnishing section. Here fabrics are hung against a variety of suitable wallpapers. The fabrics are suspended on easily manipulated frames, so that customers may see the effect without the salesman having to pull out bales for inspection.

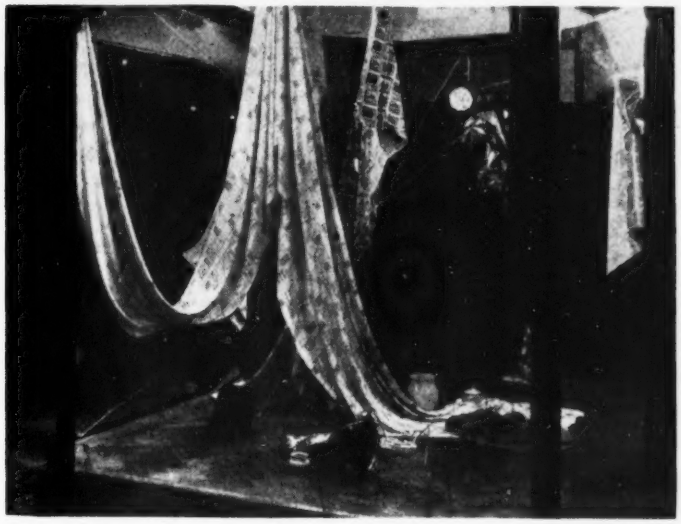
Lee's of Ashford Give Youth Its Chance

LEE & SON, a family store specialising in furnishings at Ashford, Kent, is well known in the county for excellent window displays. For this reason Lee's took very much of a gamble when, during the town's carnival week, they gave the job of arranging displays for their ten windows to local schoolchildren.

The youngsters were aged from twelve to fifteen, and the results of their efforts were extremely good. They had an entirely free hand to devise display schemes, and many of these showed a freshness of touch and originality that attracted large numbers of sightseers to the store. Other displays installed inside the showroom brought visitors into the shop, and increased sales in many departments proved that the gamble had been successful.



Teacher "had it coming," and is receiving it in this window typical of the Ronald Searle approach to schooling. In this display of kitchen furniture a cardboard cut-out labelled "Teacher" is being put through a mangle while another victim waits upon an ironing board. Both are clad in kitchen-curtain fabrics, while other lengths are pegged to a line.



Spiders spin webs, and many furnishing fabrics are also the result of the spinner's work. For this window display Ashford schoolchildren teamed giant spiders and nets with drapes of curtain material at Lee & Son during carnival week.

Two of the displays are illustrated on this page: a fabric window teaming spun curtain materials with wire spiders and webs, and an amusing kitchen-furniture window. Other furnishings treated in an unusual way by the schoolchildren included linoleum displayed in the shape of a wigwam, and rugs with soldiers' heads marching in military formation. Furnishing trimmings also figured in another window, wound round long poles and a large barrel and even worn by a miniature dog.

"Semi-Open-Vision" at Benzies, Glasgow

WHILE the tendency in many new or modernised shops is to install open-vision windows which allow the public to see the whole of the interior of the department, the latest Benzies furnishing store in Scotland has deliberately broken away from this policy.

The new shop is at the corner of Renfield and Sauchiehall Streets, and incorporates an arcade and what is described as "semi-open-vision" windows, that is with the lower half of the window backs made of wood and the upper half of glass.

This allows a glimpse of the interior without every detail of the department being visible. The reasons given for these decisions are that customers shopping for their homes like an arcade where they can stand for some time studying the furniture displayed, and that as the shop is concentrating on a policy of individual personal service more privacy is required than can be given by completely open-vision windows.

The two very large windows feature room-scheme settings and the rear glass and wood partitions have been hinged to allow for frequent alterations to displays. The upper-glass-sections of the partitions are dressed with fabrics to form backgrounds to the goods displayed.

View of the "Put-U-Up" showroom from the restaurant at C. & A. Daniels' store. Above the entrance is the name of the new section, which features dual-purpose pieces arranged in individual groups.

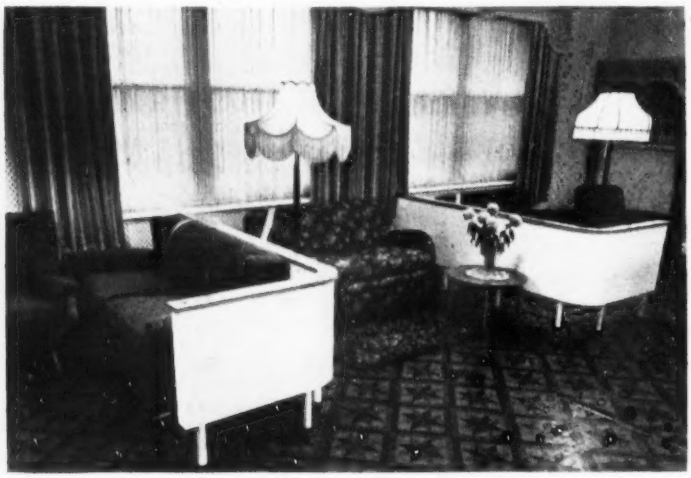
This Shop-Within-A-Shop Succeeds by Planned Siting

PROOF that it pays to open specialist sections has been provided by C. & A. Daniels, Ltd., who report increased sales as the result of setting-up a large showroom devoted to bed-settees, three-piece suites, wardrobe beds and other "Put-U-Up" productions, at their Kentish Town Road store in North London.

This special showroom is situated on the first floor at the far end of the restaurant, and has a wide entrance presenting an arresting view of the tastefully arranged displays. Showcards invite visitors to the restaurant to view the latest models in space-saving settees, and reference is also made to the new showroom on each menu cover.

Special attention has been paid to the layout and decoration of this separate "Put-U-Up" section, which is equipped with portable curved dis-

(continued top of next column)



Closer view of the low-curved partitions which separate the furniture. Group arrangements include lamps, rugs and occasional pieces such as coffee tables or pouffes.

play partitions of white enamelled wood each with a medium oak polished top rail. These low partitions, some of which are fitted with small shaded lamps on the top rail, serve to show the suites in individual settings, according to various colour schemes and price ranges. Each suite is provided with a carpet, rug and standard lamp with shade to tone. The walls are decorated in cream, and light green curtains and pelmets have been fitted to the windows and doors.

Well-Situated Section

Mr. A. B. Clode, furnishing manager and buyer, told *Furnishing World* that this new showroom has stimulated interest in this class of merchandise by prompting many restaurant customers to view the exhibits, and this has led to a large number of orders being placed.

"Apart from its usefulness as a medium for promoting sales of bed-settees, the showroom forms a valuable link with the main furnishing department on the ground floor," Mr. Clode added.

Remarking on the success of this experiment, Mr. A. A. James, general manager, said the results have been so good that the showroom will continue as a permanent "Put-U-Up" display centre.

Selling Tips—2.

FROM the newly-published N.A.R.F. booklet "Practical Selling of Home Furnishings" comes the following sound advice:

"AS a first step in developing or improving selling techniques, examine yourself very honestly. Try to listen to your own voice. Check up on your personal appearance. Are you alert? Are you the sort of person that customers like? Do you make them feel they can turn their problems over to you with full confidence?

"There is no perfect formula for selling, no magic trick. But if we approach selling from the customer's point of view, we discover that nearly two-thirds of all sales are lost because of some personality weakness on the part of the sales person. In a recent survey made among average retail store customers, the following personality weaknesses were mentioned as reasons for lost sales—unpleasant voice, lack of courtesy, untidy appearance, indifferent approach, lack of product information. These are things that you and only you can change in yourself. A simple way to begin is to list what not to do. From that you can develop a positive approach to successful selling which means more profit for your store and more earnings for you."

From Staff of 2 To 25 in 7 years

Sunderland Success

THE rapid development of the Sunderland furnishing firm of F. Clark was described by Mr. Joseph Landau, one of the partners, at the second annual staff dinner in Meng's Restaurant, Sunderland, last week.

Mr. Landau recalled that whereas in 1946 the company employed a permanent staff of only two, to-day there were 25 employees and existing premises were becoming inadequate.

They had acquired a considerable block of adjoining property which it was intended to convert into an enlarged store with a new shopfront and up-to-date showrooms. Mr. Landau said that the firm had expanded its trade so that it now drew its customers from the whole of County Durham and there were 14 vehicles in commission. "We recently opened a television department and this has proved a very successful innovation," said Mr. Landau, who paid special tribute to the work of Mr. T. Jackson, the firm's supervisor, who was formerly with the Newcastle furnishing house of Brown's.

Mr. T. Hooper, manager, who presided, said that they were now selling furniture in practically every mining district in the country and they had gradually extended their range until now they had the motto: "We supply all your household requirements." Besides an expanding TV department, they had other departments for all types of furniture, bedding, floor-coverings and curtains, kitchen furniture and electric washers.

Glasgow Furnishers Double Space

Hampton and MacMurray, furnishers, 398, Sauchiehall Street, Glasgow, have taken adjoining premises, doubling their present showroom space.

The principals of the firm were formerly associated with the century old firm of M. Bryce and Sons of Sauchiehall Street, which went out of business when their property was taken over by G.U.S.

New Frontage

A completely new frontage has been fitted to the branch of Woodleys, Ltd., furnishers, which was opened last April in Vicar Lane, Leeds. The premises will now have full size display windows.

Woodleys are an associated company of J. Graham (Furnishers), Ltd., of Sheffield.

Lamertons Extend at Ealing

Part of the new furnishing extensions at Lamertons.

A LARGE-SCALE expansion scheme just completed by L. C. Lamerton, Ltd., High Street, Ealing, W.5, follows the taking over of additional shop premises.

They have been linked with the firm's property on either side to form one large self-contained furnishing store having five floors of showrooms and stockrooms covering a total area of approximately 100,000 sq. ft.

Extensive alterations, providing the store with an extra 10,000 sq. ft., now give additional ground-floor showrooms for furniture, carpets and upholstery, and enlarged, modernly-equipped departments for soft furnishings and household linens.

The lower ground floor houses lino, rugs, nursery furniture, bedding and kitchen furniture.

The first floor accommodates carpet showrooms, and a New Elizabethan furniture section opened on the second floor supplements the existing showroom for this merchandise on ground level.

Interviewed by a *World* reporter, Mr. L. C. Lamerton, governing director, said: "We are going ahead with further development plans as quickly as possible, and will be giving more space to soft furnishings on the ground floor, as well as extending our soft furnishings branch at Horn Lane, Acton. We shall be opening an extension to our first floor carpet showrooms at Ealing in the near future."

Buyers and their respective departments are Mr. R. A. J. Trew (furniture and upholstery), Mr. A. Michael (cabinets), Mr. C. Husband (bedding), Mr. K. Jude (carpets), Mr. G. W. Phillips (lino and rugs), Mr. H. S. Sparham (soft furnishings and household linens), and Mr. E. Bridge (nursery furniture).

Three Deaths in the Furnishing Trade

The death occurred on Monday of Mr. Barnett Bloom who was proprietor of B. Bloom Ltd., bedroom suite manufacturers until he retired from the industry before the War. He was considered to be one of the last of the well-known master craftsmen. Mr. Barnett Bloom was father of Mr. Louis Bloom, managing director of Winter & Bloom Ltd. whose sons Mr. Sol and Mr. Nat Bloom are well-known in the trade.

Mr. F. E. Rawsthorne

The death is announced of Mr. F. E. Rawsthorne, senior partner of F. E. Rawsthorne & Son, furnishers, 162 College Road, Crosby, Liverpool, 23.

He was 65.

• • •

Mr. J. Wilson

Mr. John Wilson, well-known cabinet maker of Pembrey Cardigan, has died at the age of 87.

Opening of New Franklin Fabric Showrooms

At the "housewarming" of the new showrooms of Walter T. Franklin, Ltd., are, left to right: Mr. John D. Brydon (director), Mrs. J. Brydon, Mr. Walter T. Franklin (director), Mrs. F. le P. Franklin and Mr. F. le P. Franklin (director).

IN spite of widespread fog which prevented many guests from attending, there was a large gathering at the "housewarming" party given by the directors of Walter T. Franklin, Ltd., to mark the opening of their new showrooms last Friday. Many leading West End buyers and exporters were present, as well as many friendly competitors, and were received by Mr. Walter T. Franklin and his fellow directors, Mr. Francis le P. Franklin, Mr. John D. Brydon, and their wives. Arriving later to help Mrs. F. le P. Franklin and Mrs. Brydon in entertaining was Mr. Walter Franklin's only daughter, Mary.

The new third-floor showrooms at 19-20 Old Bailey, where the party was held, are painted dove grey, with plenty of natural and artificial lighting. Two rooms on this floor are occupied by Franklin Iddins & Co., Ltd., travel goods specialists, with Mr. Charles Iddins, managing director, in attendance.

A same-day delivery for customers at the new London showrooms of Walter T. Franklin is provided by a shuttle service between Old Bailey and the firm's St. Albans premises.

Garden Furniture Wanted for Chelsea Show

THE Royal Horticultural Society is to sponsor a special display of well designed outdoor furniture—seats, chairs and tables—at the 1954 Chelsea Show.

The Council of Industrial Design has been asked to select the exhibits for this display and these will be chosen from Design Review, the illustrated index of good current designs.

The C.O.I.D. will also be responsible for the display and staging of the exhibition.

To ensure that good current designs are not overlooked, manufacturers are asked to submit details (in photographic or drawing form) of new designs either in production or at development stage, and of modifications to any designs entered for the recent C.O.I.D. Outdoor Seats Competition.

Photographs of seats which were awarded Diplomas in this competition are already included in Design Review, and these will automatically be considered when the selection is made.

The cost of the display will be met partly by The Royal Horticultural Society and partly by contributions from manufacturers.

Exhibitors will therefore be required to contribute a sum of not more than £4 (for each item selected) towards the cost of mounting the display and return of exhibits to the collection depot.

The final selection of exhibits will be completed by the end of March, 1954.

Submissions or enquiries should be addressed to:—Major-General J. M. Benoy, C.B.E., Acting Chief Industrial Officer, The Council of Industrial Design, Tilbury House, Petty France, London, S.W.1.

New first floor carpet showrooms have been opened by Ambridge's (Durantes Ltd.), floorcoverings specialists, 146 King Street, Hammersmith, W.6.

Personally Speaking

(*continued from page* 43)

THE important part that salesmanship has to play in the carpet industry, now that competition had returned, was emphasised by **C. C. Brinton,** chairman of Brintons, Ltd., at the third annual dinner of the firm's sales staff. Summing up the attributes of the salesman, Mr. Brinton said that knowledge of the goods he was selling and the art of salesmanship were extremely important, but personality also played a large part. The gathering included **J. F. C. Brinton** (joint managing director) and **E. T. C. Brinton** (assistant managing director) and their wives, **Derek Woodward** (director) and Mrs. Woodward, and Mrs. C. C. Brinton.

★ ★

THE annual dinner and dance of Christie - Tyler, Ltd., and Western Upholstery, Ltd., of Bridgend, Glamorgan, took place in Cardiff last week. This year's dinner—which is given annually by the directors of the two companies—was attended by a record number of employees, each of whom was invited to bring a guest. Nearly 600 were present. The toast of the companies was proposed by **T. Batten**—the chairman of the Sports and Social Club, and one of the employees with the longest service. In his reply, **George Williams, M.C.,** the managing director, gave a brief review of the companies' activities since the last dinner. The companies' steady growth and increasing prosperity was a clear sign of the excellent team spirit that existed in the factory. It was particularly satisfactory, Mr. Williams continued, that the companies had got through another year without working an hour's short time or having any redundancy.

★ ★

TO mark his retirement after 48 years' service with the Carpet Manufacturing Co., Ltd., **Edwin R. Price** was presented by the directors with a wireless set. The presentation was made by the chairman of the company, **E. H. O. Carpenter.** Mr. Price, who spent 35 of his 48 48 years with the firm at Leeds, and took charge of the Leeds showroom in 1927. He is succeeded there by **R. J. Clow,** who has been his assistant for some years.

Nomad

Iraq Wants Oak Food Wagons

THE British Embassy at Bagdad has been informed of a call for tenders issued by the Ministry of Finance, Bagdad, for the supply and delivery of 100 food wagons in accordance with the following specifications:—Size 3 ft. x 2 ft. x 3 ft. high with sliding doors on special runners. Made of oak, french polished, mounted on four 5½ in. diameter ball-bearing, rubber-tyred castors, with 4 spare wheels.

The wagons are for use in hospital wards.

The closing date for receipt of tenders is January 25. Tenderers must make a deposit of 7 per cent for the first thousand dinars and 5 per cent for the rest of the total price offered and tenders should be submitted together with the deposit in a sealed envelope marked (Tender for Food Wagons) and sent by registered post to the President of the Central Foreign Purchase Committee, Ministry of Finance, Bagdad.

Any tender submitted without the deposit will be ignored. Quotations should be in Iraq currency for delivery at the Medical Stores, Bagdad.

Firms who submit tenders should notify the Export Services Branch of the Board of Trade, quoting references ESB/11374/53 in order that the British Embassy might be informed.

All enquiries by telephone should be made to Chancery 4411, Ext. 738 or 771.

Two Councils Lease Sites

LIVERPOOL Corporation Estates Committee has recommended the City Council to lease 400 square yards of land in Kempston Street and Craven Street, Liverpool, 3, to Rexmore, Ltd., upholsterers' warehousemen, Stafford Street, Liverpool, 3, for a term of 99 years at a peppercorn rental for the sum of £1,150.

Here, it is proposed to erect a wholesale warehouse, subject to a lease to contain conditions that Rexmore, Ltd., enter into a covenant to erect a building on the land within the first five years of the term.

An agreement has been reached by Bristol Planning and Public Works Committee to grant to Hunters (Western Distributors), Ltd., upholstery warehousemen, Merchant Street, Bristol, a 14-year lease of new premises at 4 Victoria Street, Bristol, at a rent of £425 a year exclusive.

Leeds Christmas Effort Made Nearly £1,000 for F.T.B.A.

At the Leeds F.T.B.A.'s Christmas Dinner were, left to right: Mr. G. T. Judson, Mr. Bernard Jacobs, Miss Elizabeth Welburn, Asst. Matron, Leeds Hospital for Women, making the draw, Mr. David Davies and Mrs. Davies, and Mr. Henry J. Sutcliffe.

LIVELY and pleasant—and one of the happiest parties held in Leeds during the Christmas period.

That is a fair account of the Christmas dinner held at the Mansion House, Leeds, last week, by the Leeds and District area of the F.T.B.A. But the most important thing was that the Christmas effort associated with the dinner raised £949 for the funds.

Mr. Bernard Jacobs, announcing the result, said that a percentage of the money raised by the Christmas effort would be earmarked for the proposed F.T.B.A. home in the North of England.

All the first three prizes went to members of furnishing firms in the North. The first prize, a new Austin A.30 car, was won by 26-year-old Basil Aykroyd, chargehand in the machine shop at Furniture Productions (Bradford), Ltd., Bradford. The car was presented to him next day by Mr. Arnold Moore, managing director of the firm.

The second prize, a TV set, was won by Walter Baker, Ltd., Middlesbrough, and the third prize, a vacuum cleaner, went to Mrs. Marklow, of the Sheffield Furnishing Co., Ltd., Rotherham, Yorkshire.

The draw was made by Miss Elizabeth Welburn, assistant matron at the Leeds Hospital for Women.

In the chair at the dinner was Mr. David Davies, area president, who said that, as usual, a great deal of work had been put into the cause. "Mr. Henry J. Sutcliffe has worked like a Trojan, and all the committee have worked like horses," he said. "Bernard Jacobs has worked amazingly well and has sent his tickets far and wide."

About 200 guests attended the dinner from all parts of the West Riding.

Winners of Wycombe F.T.B.A. Christmas Draw

The winners in the draw organised by High Wycombe Area, F.T.B.A., have been announced.

They are: 1st, television set, W. Longmire, Trendall & Longmire, Chapel Street, Long Eaton, Notts; 2nd, three-piece suite, Mr. Coleman, Plomer Green Lane, Downley, High Wycombe; 3rd, Hoover washing machine, A. Wentworth, 103 Bowerdean Road, High Wycombe; 4th, fireside chair, A Springell, 19 Buckingham Way, Flackwell Heath, High Wycombe.

Liverpool Ladies' Christmas Party

THE Ladies Committee of the Merseyside Area, F.T.B.A., held its second annual Christmas party in the restaurant of Geo. H. Lee & Co., Houghton Street, Liverpool, last week.

During the hot pot supper which preceded the games and entertainment, Mrs. W. H. McNab, chairman of the Ladies Committee, made a short speech of welcome.

Mr. D. Gilbert, chairman of the F.T.B.A. Merseyside Committee, also spoke.

The Need For Craftsmanship Is Still There

Sir Herman Lebus Tells Shoreditch Students

IN spite of the machine flow production of the present day, craftsmanship is more important than ever in furniture making.

This was said by Sir Herman Lebus, C.B.E., J.P., Master of the Furniture Makers' Guild, when he presented the prizes given by the L.F.M. and by N.U.F.T.O. at the Shoreditch Technical College, London, last week.

Sir Herman said that if one were to do one's job in the industry really well, one must know thoroughly all the elements involved. It was not a question of "getting right down to craftsmanship but right up to it."

He pointed out that the principal, in his report, had emphasised the importance of technological and management training which would, of course, be most helpful to the student when he went into the factory, but this in itself would not be enough. It would take him only a certain distance along the road.

Must Love Wood

He must have a real love for wood, for working with wood—if that love was not there then he would "not succeed in a big way."

Shoreditch, Sir Herman continued, could give young men destined for the industry sound ground knowledge of it, but it would not be able to produce a sound man—that was something the individual had to do for himself. And when he had got into the industry he would not become a sound man there unless he possessed qualities which could be summed up in one word—character.

And character could not be achieved without hard work and self-discipline—it was only when in possession of these two virtues a man could get to the top.

Earlier Sir Herman had congratulated the successful students on their work and the way they had applied themselves to it, mentioning that he had been much impressed as he watched them in the college workshops.

But he was doubtful whether they had enough equipment, and it was to be hoped that the London County Council wolld provide what was still necessary.

In his report the principal of the College, Mr. W. J. Kape, A.R.C.A., said that the day release classes were attended by about 80 per cent of the lads in the area.

Classes in more advanced subjects such as Foremanship and Design Research had not been so successful. For the Foremanship class there were only ten regular attenders from the whole of London.

With this in mind it seemed rather foolish to start talking about more advanced courses and the prospects for even further training.

But a type of course was envisaged in which some considerable experience in the industry would be necessary.

The course would be similar to the proposed new full-time course and might lead to a similar award, but some training in managerial subjects could be offered and might form an essential part of the course.

Certain parts of the course would be excused to students who held special qualification (such as the City and Guilds or the National Diploma in Design), and, whilst the student could specialise in one branch (i.e., machinery, technique or managerial subjects) he would be expected to have a sound general knowledge of the industry as a whole.

The standard set would be high and the final award, pending a national award, would take the form of the College Diploma.

Furniture Industries Plan Big Expansions

A PROGRAMME of expansion now being undertaken will enable Furniture Industries, Ltd., furniture manufacturers of Spring Gardens, High Wycombe, and the associated company of W. Skull & Son (1932), Ltd., of London Road, High Wycombe, to increase production substantially next year.

At capacity production, the two firms are already between them turning out nearly 2,000 pieces of furniture a day on flow-line production methods.

The expansion programme includes the provision of a new office block, 80 ft. by 60 ft., in front of the present factory of Furniture Industries, Ltd., at Spring Gardens, to house the office staffs of both firms. The scheme will also allow for future development by the ultimate provision of a first floor to provide spacious showrooms.

When the work is completed next year the present offices will be taken over for production space.

Production space at the London Road factory of Skull's will be doubled by the erection of a three-storey factory, work on which is now going on. A feature of the plan is the installation of stove heating for a new polishing system.

On completion of the extensions, production of chairs will be concentrated at the factory of Skull's and the manufacture of cabinets developed on a larger scale at the enlarged Spring Gardens works.

The extensions, the first carried out by Furniture Industries, Ltd., since before the war, are designed to increase production efficiency generally, to meet the steadily-mounting demand for the comprehensive range of "Ercol" furniture in variations of the popular Windsor style.

Diary Dates

January 2.—New Year Dinner and Dance of L.F.M., at Dorchester Hotel, London, W.1

January 15.—Annual Dinner of Edinburgh and South East Scotland Master Cabinet Makers' Association, at Roxburgh Hotel, Edinburgh.

January 16.—Annual Dinner and Dance of London branch of Association of Master Upholsterers at Waldorf Hotel, London, W.C.2.

January 27. — Annual Supper Dance of Swansea and West Wales Area F.T.B.A.

Febuary 8 to 18.—B.F.M. Northern Exhibition at City Hall, Manchester.

February 11.—Annual Dinner and Dance of Manchester Area, F.T.B.A., at Grand Hotel, Manchester.

February 15 to 25.—B.F.M. Exhibition at Earls Court.

Some Enquiries Answered

9318.—"Unix" and "Phoenix" bookcases.
9319.—"Cromwellian" and "Hangleton" buffet dining suites.
9320.—Gramophone record cabinets.
9321.—Curtain fabrics.
9322.—Padded bed rests.
9323.—Carpet and upholstery shampoo.
9324.—Information on minimum time rates.
9325.—Address of Buck & Hickman, Ltd.

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Carpet Makers Report Return To Sound Trading

A "FURTHER quiet and steady consolidation of our manufacturing and sales position, following the upset caused by the almost complete stoppage in March, 1952, of our large Australian business," is reported in a review of the current trading position by the Scottish carpet manufacturing firm of A. F. Stoddard & Co., Ltd.

"Our Axminster order books are full and delivery dates are lengthening," the review continues. "The order position of Wilton carpeting, traditionally slower to pick up after a recession, has also been steadily improving, and although this section of the plant is not in full production, the reason is due more to lack of trained operatives and to shortage of yarn supplies than to lack of orders.

"A noticeable feature of the trend of orders over the last six months has been its steadiness. There has been little panic buying by distributors or members of the public in anticipation of shortage or of price change; rather there has been a multitude of small orders signifying healthy and sound trading. This has been our experience in both home and export trade."

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

William Joseph **Harris,** carrying on business under the style of **W. & A. J. Harris,** at 20 Falkner Street, Gloucester, upholsterer. Order of Adjudication December 1.

BANKRUPTCY REPORT

Owen **Murrell,** 146 Glyn Road, London, E.5, lately carrying on business at 56 Turin Street, London, E.2, company director.

The adjourned public examination was held on December 15. The debtor was a director of E. Murrell Ltd., which recently went into liquidation. He had filed a statement of affairs which disclosed a deficiency of over £2,600.

Mr. G. F. Morris, Assistant Official Receiver, said that the debtor had been ordered to prepare an amended statement of affairs and a cash account, but had done neither. The debtor said that he had just been unable to comply with the orders.

Mr. Registrar Cunliffe said that he would give the debtor "one final opportunity" to comply with the orders. He added: "Otherwise I shall consider most seriously adjourning this examination *sine die*."

The examination was further adjourned.

NEW COMPANIES

The undermentioned particulars of new companies are taken from the daily register compiled by Jordan & Sons, Ltd., Company Registration Agents, 116 Chancery Lane, W.C.2.

W. Fear & Son, Ltd.—Registered September 8, 1953. St. Andrews Road, Taunton, Somerset. To take over the business of house furnishers, cabinetmakers and undertakers carried on as "W. Fear" at Taunton. Nominal capital: £3,000 in £1 shares. Directors: D. Fear (permanent), 86 Greenway Road, Taunton; W. E. Fear, 51 Priory Avenue, Taunton.

Lowland Textiles, Ltd.—Registered September 9, 1953. To carry on business of manufacturers of and dealers in tapestry, carpets and furnishing fabrics, etc. Nominal capital: £100 in £1 shares. Directors: To be appointed by the subscribers.

St. John's Wood Finance Co., Ltd.—Registered September 9, 1953. 54 St. John's Wood Court, St. John's Wood Road, N.W.8. To carry on business of financiers of hire-purchase agreements, etc. Nominal capital: £100 in £1 shares. Director: M. Goldman, 54 St. John's Wood Court, N.W.8.

Bailey & Williamson, Ltd.—Registered September 10, 1953. Midway Cabinet Works, Adlington, near Macclesfield. To carry on business of manufacturers of and dealers in upholstery, divans, furniture, etc. Nominal capital: £4,000 in £1 shares. Directors: W. Bailey, Gleadale, Adlington, near Macclesfield; H. Williamson, 35 Oak Grove, Poynton.

Davons Quilt Manufacturing Co., Ltd.—Registered September 18, 1953. 41 South King Street, Manchester, 2. Nominal capital: £100 in £1 shares. Directors: R. Davies, 11 Ravons Close, Prestwich, Lancs; I. S. Lyons, 1 Rutland Road, Southport.

Officiency, Ltd.—Registered September 18, 1953. Offices of Chalmers Wade & Co., 24 Coleman Street, E.C.2. To carry on business of manufacturers of and dealers in household and office furniture, fittings, etc. Nominal capital: £100 in £1 shares. Directors: Not named.

CO-OP FURNISHING SALES

Staines and District Co-op. announces in its report and balance sheet for the half-year ended October 3, that trade in the central furnishing department amounted to £11,530, this being a decrease of £282 when compared with the corresponding period of a year ago.

Furnishing sales of £31,803 are shown in the half-yearly report and balance sheet of the **Sheerness Co-op.,** compared with £29,813 in the corresponding period of last year.

The **Diss Co-op.'s** half-yearly report and balance sheet records furnishing sales of £9,561. This was a decrease of £432 on a year ago.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Barber, George William (trading as **G.W.B. Furnishing),** 2 Longford Street, N.W.1. £17 14s. November 4.

Dodd, Albert, 15 St. Clements Road, Chorlton-cum-Hardy, Manchester, upholsterer. £17. October 22.

Jackson, Jane (m.w.), 57 Springfield Street, Ladywood, Birmingham, 18, upholstress. £20 10s. 6d. May 26.

Simmonds, John Barry, 3 Eskdale Road, Stoke Mandeville, carpet maker. £24 8s. 4d. November 14.

Andrews, Samuel Turner, 5 Walliscote Grove Road, Weston-super-Mare, kitchen furniture manufacturer. £12 1s. 10d. November 20.

Moles, Frederick, 125 Cuckoo Hall Lane, Lower Edmonton, N.9, cabinet maker. £15 13s. November 18.

Hartley (male), 1 Lockwood Road, Doncaster, furniture dealer. £10 0s. 6d. November 17.

Mills, N. (male), 33/35 Queen Street, Waterloo, Liverpool, 22, joiner and cabinet maker. £17 19s. 6d. November 23.

'SHEFCO'

KITCHEN CABINETS

Renowned for design and superb Quality

SHEFCO CABINETS LTD PORTER STREET MOORHEAD SHEFFIELD 1

(Established 1877)

LEOPOLD FARMER & SONS

Conduct

AUCTION SALES

of PLANT, MACHINERY and INDUSTRIAL PROPERTIES

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News from the Manufacturers

Fine Boardroom

THIS boardroom was furnished for the Devon and Exeter Savings Bank by Edgleys, Ltd., 151 Fleet Street, London.

The suite consists of a mahogany oval boardroom table, size 23 ft. long by 7 ft. 6 in. wide at the widest point, the top constructed from 1¼ in. thick solid Honduras mahogany. It has a curved top edge, and is mounted on four massive carved legs with claw and ball feet. A subsidiary underframe with four additional legs supports the centre of the table. The table complete weighs more than a ton.

There are 36 chairs and one chairman's chair, with carved backs in Chippendale style. Seats are in special brown hide, legs have acanthus carved knees and claw and ball feet.

The table was manufactured in Edgley's workshops at Bolt Court, Fleet Street.

Slumberland's Heated Mattress

TO celebrate their Jubilee, Slumberland, Ltd., have added an electrically-heated mattress to their "Gold Seal," "Amber Seal" and "Red Seal" ranges.

The firm says that the heating unit is completely enclosed inside, concealed from view and protected from human contact. Only a switch and a lead with a two-pin adaptor socket plug, attached to the side of the mattress, will reveal that it is a heated mattress.

The heater is regulated by adjustable switch positions so that in the dark the occupant of the bed may alter the temperature or switch off almost automatically.

Highest rise of bed temperature—50 deg. Fahrenheit above normal bedroom temperature—is reached in approximately two hours, but nearly half this warmth is achieved in the first 30 to 40 minutes.

It sells at four and five guineas above the normal price for single and double mattresses.

Two New Branches for Floorcoverings Firm

NEW branches have been opened by Lino & Carpets, Ltd., floorcoverings specialists, at 20 Hampstead Road, London, N.W.1, and Grainger Arcade, Grainger Street, Newcastle upon Tyne.

Head shop is at 66 Camden High Street, N.W.1, with other branches at 7 Blackstock Road, Finsbury, N.4, and 141 Shields Road, Byker, Newcastle upon Tyne.

Remna Trading Co., Ltd., soft furnishers and household linen specialists, have opened at 63 Salisbury Road, Kilburn Park, London, N.W.6.

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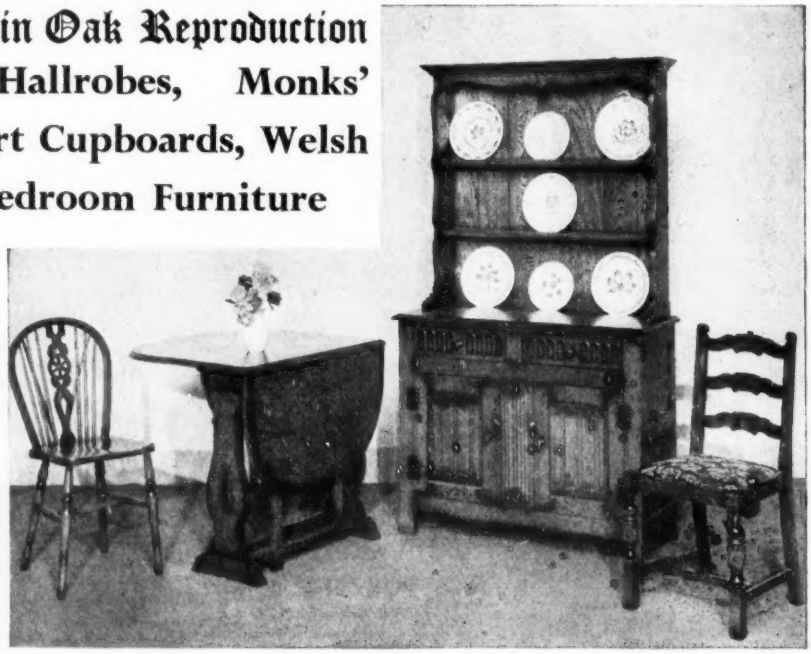

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Homes, Hostels Will Need Furnishing

ESSEX. C.C. has approved estimate of £6,600 for adaptation of The Grosvenor Hotel, Westcliff-on-Sea, for home for aged persons.

GOSPORT. The T.C. has recommended to prepare plans for a community centre at Bridgemary.

The T.C. proposed rebuilding of Thorngate Hall, to cost about £22,000, and is recommended to seek approval of the Ministry to a revised scheme.

HENDON. The T.C. proposes erection of a community centre at Claremont Road, to cost about £4,800, and is applying for approval of the C.C.

HUDDERSFIELD. The T.C. has received a starting date in 1954 for a proposed aged persons' home on Bradley estate

HULL. Welfare Committee has asked City Architect to submit estimate of cost for adapting 443 Beverley Road as aged persons' home. Committee has approved plans and will invite tenders for conversion of 101-103 Westbourne Avenue as a home for 32 aged persons, at £10,480.

LANCASHIRE. C.C. Health Committee has approved a proposal for the conversion of "Northlands," Great Harwood, formerly used as a day nursery, for use as a hostel for aged persons. The estimated cost of adaptations and extension is £18,287.

NORTHAMPTONSHIRE. C.C. County Welfare Committee recommends approval to expenditure of £9,200 on a scheme for extensions and adaptations to "Westlands," Wellingborough.

OXFORD. The T.C. is recommended to approve a scheme for extension of Barton End to provide aged persons' accommodation, at a cost of £14,750.

ABERDEEN. B.C. proposes to erect a children's home in the grounds of Blythewood Eventide Home at Inverurie, to cost £6,300. Plans approved.

BASINGSTOKE (Hants). Adaptations to Erdsley House to form nurses' quarters, for South West Metropolitan Regional Hospital Board, £2,954.

BRIGHTON. T.C. Welfare Services Committee recommends approval of scheme for the adaptation of "Tivoli," London Road, as aged persons' home, at an estimated cost of £17,820.

CHESTER. The City Engineer is to prepare a plan for a community centre at Blacon.

COVENTRY. Corporation Pensioners' Committee has approved estimate of £34,700 for the proposed old people's home at Bell Green.

EAST SUSSEX. C.C. Welfare Services Committee has approved scheme for adaptation of "St. Bridget's," St. John's Road, Bexhill, as home for 28 aged persons, at an estimated cost of £13,600.

C.C. is recommended to acquire 52 New Church Road, Hove, for adaptation as annexe to Falconhurst Old People's Home in New Church Road.

BARNSLEY (Yorks). The T.C. is recommended to approve plans by Barnsley Brewery Co., Oakwell, for additions to Prince of Wales Hotel, Eldon Street North, and by Clarkson's Old Brewery, Ltd., Duke Street, for alterations and additions at Locke Park Hotel, Kingstone.

EASTBOURNE. Plans submitted: Incorporation of 62-66 Royal Parade with Heatherleigh Hotel to form one private hotel.

INVERNESS. Plans approved by the Dean of Guild Court for alterations to Royal Hotel, Academy Street, for Trust Houses, Ltd. The cost is estimated at £7,000.

EDINBURGH. Plans by the architectural staff of the Transport Commissioners have been approved for alterations and additions to North British Hotel, Princes Street, estimated to cost £15,000.

BEXHILL. Amended siting of convalescent home at Terminus Avenue, for Hearts of Oak Benefit Society, Euston, N.W.1.

BIRMINGHAM. Corporation is recommended to approve the first instalment of proposed accommodation for maternity and child welfare centre, dental clinic, etc., at Benacre Street, the total cost of which is estimated at £72,263.

CAMBRIDGE. Extension to the Institute at Huntingdon Road are proposed by Council of the National Institute of Agricultural Botany, who will have plans prepared.

The Cambridgeshire C.C. is recommended to approve the plans for rebuilding Shire Hall Courts.

BATTERSEA. Plans submitted: New club premises at 122 Battersea High Street, for R.N. Old Comrades.

£250,000 OFFICE BLOCK

HOVE (Sussex). A large block of offices is planned by Alliance Building Society, Princes House, North Street, Brighton. The scheme may cost £250,000.

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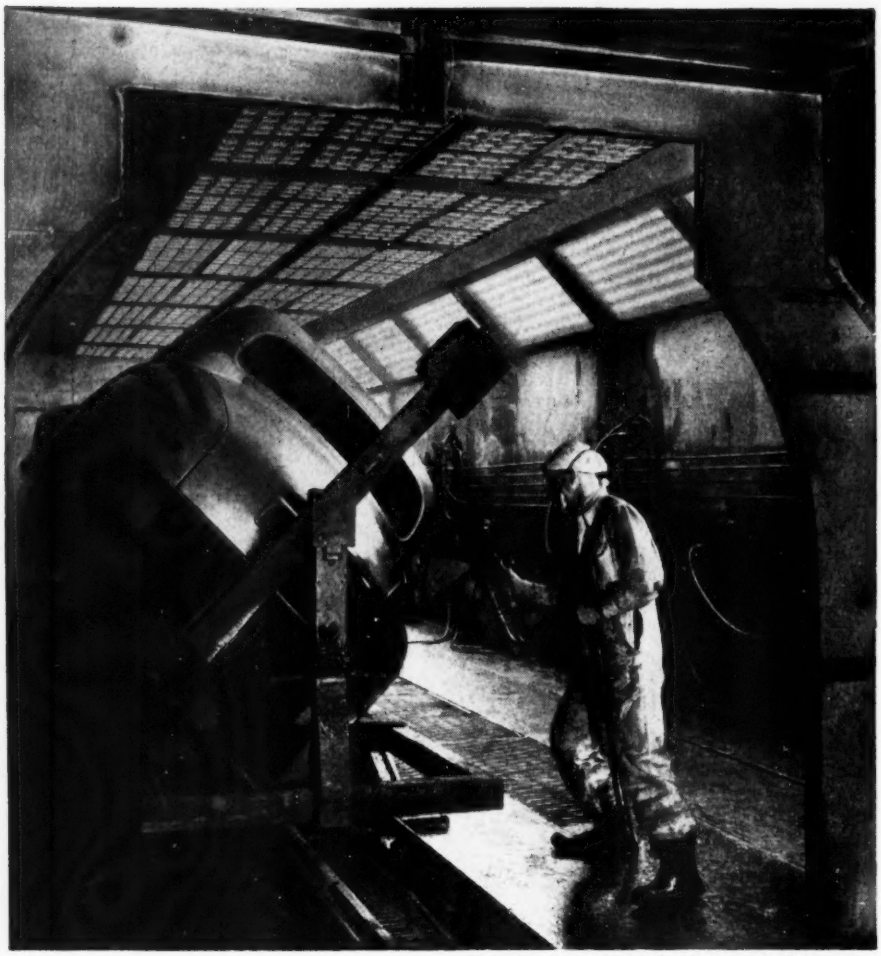

Rover Car Factory, Solihull. High intensity lighting in a body spray tunnel by fluorescent lamps in a glazed enclosure.

Tailored for the job

The lighting of many processes is vital to the smooth and rapid flow of work and to the quality of the finished product. For example, poor lighting could make a spray tunnel into a bottle-neck — each job taking a little too long, a little portion missed, a return to the spray line — and so the whole production line marks time. Whatever form it takes, good lighting not only helps to provide a satisfactory working environment but is an active production tool.

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New School Doing A Fine Job

TO INCREASE OUTPUT by the application of scientific methods to production management is the aim of Work Study. At the Aeronautical College at Cranfield the first Work Study school in Britain is doing a job which will have a vital influence upon our industrial future.

THE problems of management have never been more complex or more interesting than they are to-day. The rapid progress and multiplication of mechanical techniques of manufacture and the need to satisfy a mass market at a highly competitive price, and to provide good conditions for employees, has called for a drastic re-orientation of method. In the craft industries in particular very far reaching changes have and are having to be made in the methods of working and also in the internal structure of firms. Under such conditions it is excusable if management has difficulty in co-ordinating all the diverse new elements and becomes confused in its purposes.

Fortunately for the future of this country it is now becoming generally acknowledged that the only answer is a much higher degree of integration and organisation and a tauter control of all the functions of the concern, based on scientific methods. All the work of the Productivity Teams has been directed towards this end.

Objective Analysis

The advice of the expert must be sought and a completely objective and fully informed analysis made of the production situation. Truly scientific "tools" must then be used in re-planning and co-ordinating the production units and the systems of control.

The Times Review of Industry commenting recently upon this new attitude said : "It is characteristic of progressive management that, while not despising inspiration, it becomes adept at using the systematic approach and calls in the appropriate specialist at the right moment."

Certainly one of the most potent of the scientific tools now available to the industrialist is Work Study. This is not a single specialised method, but intensely practical scientific technique embracing all aspects of production and essentially flexible in application. This is a most important consideration. Work Study affords one of the best means of getting the whole production set-up into focus, and is equally applicable to all the details of production. Its purpose is simply to increase productivity by cutting out waste of effort and time in manufacture. The means by which this is to be achieved is scientific analysis and practical experiment. Work Study is not someone's pet theory—it is built by science out of commonsense.

No Central School

Until recently Britain has had the enormous handicap of having no central training organisation for teaching Work Study. The lack of any such school meant not only that managements that were already "converted" had no convenient means of acquiring the necessary knowledge, but that

(continued over page)

In the laboratory. The new Work Study School draws its members from a wide range of industries. Holding the stop-watch is Mr. L. Julius, director of S. Hille & Co., Ltd.

Britain's New Work Study School

(*continued from previous page*)
there was some danger of the technique becoming partially discredited by insufficiently qualified time and motion "experts."

There was also a tendency for the fundamental purposes of Work Study to be obscured by important but nevertheless secondary considerations, such as the vexed question of incentives. (It is noteworthy that one of the largest and most progressive engineering companies in the world and one of the foremost exponents of Work Study does not use an incentive bonus scheme at all. The only incentive in this organisation is that of promotion to a more responsible position.)

For All Industry

The new Work Study School, which is one of the departments of the Aeronautical College at Cranfield, though it forms an integral part of the college as a whole has enlarged its scope and acquired a special entity.

It was apparent that the principles of Work Study were applicable to all manufacturers, and that the interest of the country could best be served by allowing the department, which is excellently equipped for the task, to make its experience and resources fully available to industry. This has therefore been done.

The school is essentially practical, and does not aim to furnish merely an academic background to the subject. Without exception, all the permanent teaching staff has been recruited from men who have been employed as works study officers in industrial concerns. And to destroy any tendency towards isolation, much use is made of outside lecturers from all branches of industry representing the interests of administration, management and the shop floor.

Union Enthusiastic

In this connection it should be noted that the great interest and enthusiasm for Work Study shown by the unions, some of whom are spending large sums themselves on teaching Work Study to members, is one of the most encouraging auguries for the future.

The members of the course themselves are recruited from a wide range of industries, and a typical syndicate may include representatives of chemical concerns, engineering firms, the furniture industry, an accountant, and so on. The whole atmosphere is one of keenness and enthusiasm. The organisers of the course are very anxious to recruit as many more members as possible from the middle management level. They want the youngish executive who is able to learn and who is in an excellent position to put the principles of Work Study into effect directly in his own concern or department and to train other members of the staff in the subject.

Directors, Workers Keen

It is felt that at this level there is at present special need for more headway to be made. Up to now more progress has been made with the Board of Directors and with the shop floor, at both of which levels there are now many very keen exponents and supporters of Work Study.

Nearly half the total time of the course is given to practical work, members being divided into syndicates for this purpose.

Work Study itself consists of three essential elements: (1) Method Study; (2) Motion Study; (3) Time Study. The team analyse typical industrial operations from these three viewpoints, break them down into their components, and then, by purely deductive reasoning, decide where there is waste in time and labour that can be cut out by new methods.

Striking Results

Where it is practicable they then proceed to experiment with new set-ups based on their theoretical analyses. In many instances members have, after only a few weeks' attendance, achieved some striking results in tackling problems taken direct from industry, and have sometimes produced a new method of making or assembling an article which shows a great improvement in efficiency on that actually used in manufacturing it.

The study of method is concerned with improvement in lay-out of plant, the design of equipment and the reduction of fatigue. The laboratories used for this purpose are very well equipped with all the scientific aids needed for a comprehensive examination of method. They include, for instance, a 3-D cinema, on which moving pictures of assembly operations, and so on, can be shown in slow motion for analysis and a wide variety of means of experimenting with the designs of jigs and equipment for handling materials.

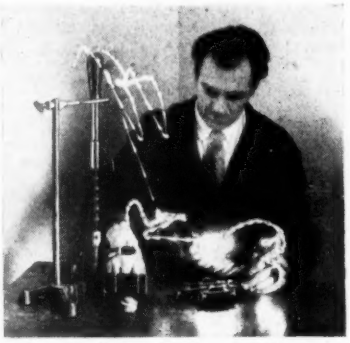
Study of work measurement covers the use of the stop-watch for determining work values, rating and normalising, compensating rest, process and other allowances. It also includes determining allowed time values on repetitive and non-repetitive work, and the use of synthetic values. Analytical estimating is another important feature of the course.

The course also covers in some detail the introduction and working of incentive schemes of various kinds.

Maintenance Neglected

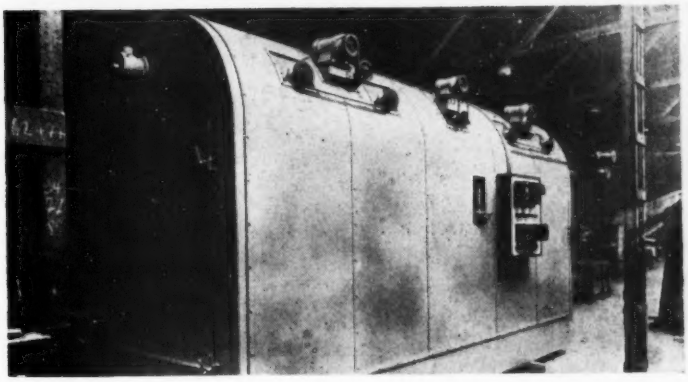
An interesting application for Works Study which is too often neglected is that of maintenance. In every factory all over the country there are certain basic jobs of maintenance, such as the servicing of valves, the removal and replacement of electric motors, and so on, which are essentially repetitive, and which are therefore excellent subjects for Work Study analysis. The great scope of Work Study in this direction is emphasised during the course, and it is made abundantly clear that there is no industry which cannot benefit from its application.

(*continued facing page, col. 3*)



Electric light chrome or cyclograph takes a picture of the hand-path of an operator doing simple assembly work. A flashing light is strapped to the wrist. Left-hand picture shows the motion before simplification, and after Work Study methods have been applied. The picture above shows the revised set-up greatly reducing the distance the hand travels.

From The Continent Comes—
(1) A Frictionless Splicer
(2) Novel Steam Heat Dryer



INGENUITY characterises many of the latest continental woodworking machines now appearing on the market. Some of the new features are of the greatest interest to furniture manufacturers intent on increasing productivity.

These are details of two machines of German manufacture which are now available in this country both of which seem to offer distinct advantages for certain applications. One is a frictionless edge-splicer, the other a superheated steam dryer. Details are supplied by Arpal (Engineers), Ltd.

"Ima" Edge Splicer

The design, the makers state, is revolutionary in the method of transporting of veneers and the simultaneous heating of the joints.

The transport device is constructed of two parallel endless chains, top and bottom (similar to the Diehl), which are inter-connected by steel links.

The special chain is so constructed that there is a sliding connection between the middle link and the two outer chains which allows them to converge in order to obtain the necessary pressure on the joints of the veneers.

Absence of Friction

The joint of the veneers is gripped between the middle links and held fast right through the curing process, so that there is no friction in the joint at all. For this reason it is claimed that the splicer works without any friction whatsoever when jointing veneers.

The veneers are held tightly under pressure and carried through the machine. The middle links are heated by electric elements through radiation, so that the connecting links between the two outside chains actually act as the heating-bar with the conventional machine.

Any Feed Speed

As this machine is frictionless veneers can be fed through at any speed without any adverse effect provided that the curing cycle is long enough for the glue to set.

Since the veneer is flattened out between the middle links without rubbing between the heating elements or being pushed underneath the pressure rollers, the "Ima" splicer can handle thin or wavy veneers with ease.

A special feature is a patented device which applies glue to the edge of the veneers only instead of scraping it between the two edges and depositing glue underneath. The amount of glue applied can be accurately regulated.

Will Take Wide Range

An advantage claimed for the splicer is that it will take a wide range of veneers without adjustment. The chains are fitted with pressure blocks so that during the whole life of the machines no pressure alteration is necessary. The heating elements are a fixture. The only adjustment necessary when a wide variety of veneers is used is the angle of the intake rollers. The heating may be pre-set and needs no alteration during operation. An alternative heating arrangement uses U-links in place of heating bars. These are fed *via* a regulating transformer.

Speed is controlled by means of Boehringer-Sturm oil hydraulic drive.

Superheated Steam Dryer

Makers of the Schilde timber dryer point out that the advantage of using superheated steam is that despite the high temperatures to which the wood can be raised there is only a comparatively small moisture gradient between the wood and the steam. As a result, drying is very even and mild. Regulating controls also can be very simple.

Another advantage is that after completion of the drying process the reduction in moisture gradient is gradual and a uniform end product free from stresses results.

To keep the power consumption of the fans as low as possible reversible screw ventilators are fitted and periodically the direction of the air current within the stock is reversed. The makers claim that this feature, with the use of special guiding baffles, ensures even distribution of flow over the whole height of the stacks.

After setting the drying times and drying temperatures the apparatus works fully automatically once the heating period is ended.

The door is so designed that it is possible to sink the base of the apparatus below ground to facilitate loading.

The construction of the Schilde dryer consists mainly of a closely-welded sturdy inner casing treated with special acid-resisting varnish. A glass insulating mattress 120 mm. thick is placed between the inner and outer casings.

Work Study Course

(from facing page)

No visitor to Cranfield could fail to be impressed by the logic of the argument for Works Study, supported as it is by a host of corroborative detailed evidence taken from industry and from the work of students. Organisers report that next January's course is already fully enrolled, the April course is rapidly filling, and that applications for the summer course are being accepted.

The ten-day course costs 200 guineas, which includes full board and residence. Applications should be made to the College of Aeronautics, Cranfield, Bletchley, Bucks, or to the British Institute of Management.

HARDWOOD MARKET

By Quercus

Wycombe Boom Gives Fillip

AN encouraging feature of the hardwood market this week has been the news, reported in our last issue, that a record production output has been achieved in the High Wycombe furniture industry. This has been described as the busiest pre-Christmas boom since before the war. Reports reaching the hardwood trade show that this happy state of affairs may well be reflected in other centres of the furniture industry. It is thought that, as a result, the New Year will see the re-entry of the furniture manufacturer into the hardwood market in quite a substantial way. With this in mind, hardwood importers are anxious to build up their stocks as soon as possible.

* * *

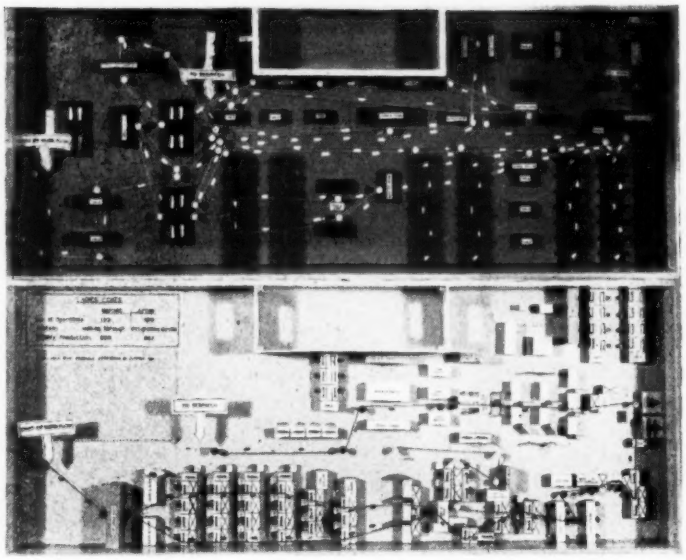
Such important developments in the timber trade as the freeing of softwood from consumer licensing and the lifting of import restrictions on hardwoods have naturally made the forward market very difficult to assess with any degree of accuracy. There are therefore a number of headaches for those sections of the trade which are anxious to replenish stocks. In particular, there is at the present time a considerable shortage of square-edged oak. Existing stocks have been rapidly absorbed and as a result there has been a quite substantial demand for unedged oak from the National stock to take the place of the square-edged material.

* * *

The current shortage of oak supplies is not helped by the situation in Japan. As mentioned previously in this column the re-entry of the U.K. hardwood trade into the Japanese hardwood market could not have occurred at a worse time. Prices are rising and, owing to a combination of circumstances in the Japanese market, supplies are short. The situation would be helped if the U.K. authorities would reopen the dollar market to the British importer, but so far there is no sign of this occurring.

* * *

As far as the Continental hardwood market is concerned, at the time of writing the French Government had still not announced its hardwood export quota for 1954 but, on the price front, there are already indications that prices for both French oak and beech are stiffening. The same applies to Yugoslavian hardwoods.



Work Study includes materials handling. The model above, top, shows the layout of a factory before analysis. The arrows and threads indicate the movement of parts in production. The revised layout, shown above (bottom) is a striking demonstration of how unnecessary movement and confusion can be eliminated. Replanning on the flow principle has left a useful additional working area available. (See article starting page 57).

Perpetual Stocktaking

A CONSIDERABLE percentage of American firms use a perpetual stocktaking system. "In these firms," says a recent productivity report, "the frequency of stocktaking of any one item varied from once to four times a year . . . .the average frequency was half-yearly."

"About half the firms," the report continues, "carried out a complete physical count at a given date, usually once a year."

In general there is a less strict control of scrap in the American factory than in the U.K. "Only one of the firms visited," says the report, "employed a salvage officer. The waste material was sometimes re-used in the processes ; otherwise it was collected and its disposal was arranged by the purchasing department."

Treating Frail Wood

FURNITURE that has become weak owing to the attacks of wood worms may be improved by impregnation with parchment size. A camel-hair brush, or a fine syringe may be used in applying the solution made from the parchment. Warm water will remove surplus size.

New Cushion Machine

A CUSHION closing machine which works on a new principle has been introduced in America by J. W. Droll Co. It is claimed that it cuts out hand-finishing and greatly reduces the chances of breaking needles. The working table is level and the sewing head tilted. Only one operator is required, say the makers, whatever type of cushion is being closed.

"Automation" In U.S.A.

A RECENT *Financial Times* report comments on the rapid and sensational developments taking place in America in "automating" production plants.

"The peak of achievement, it is envisaged, would be a fully automatic production plant controlled from a central point by a giant electronic 'brain,'" says the report. "This would constantly feed instructions, in the form of recorded tapes or punch cards, probably, to batteries of machines performing operations progressively on the product.

"These machines would be fitted with 'feedback' servomechanisms that would make them self-correcting for any deviations from the standard pattern."

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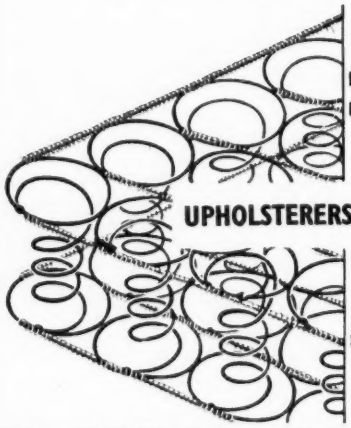

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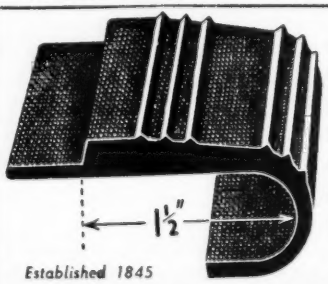

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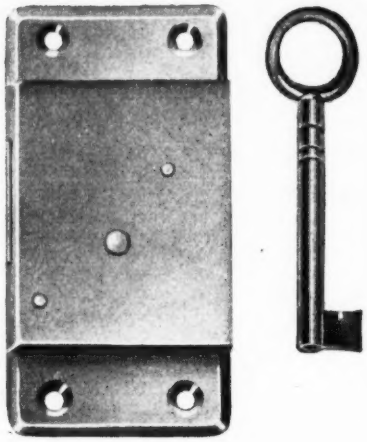

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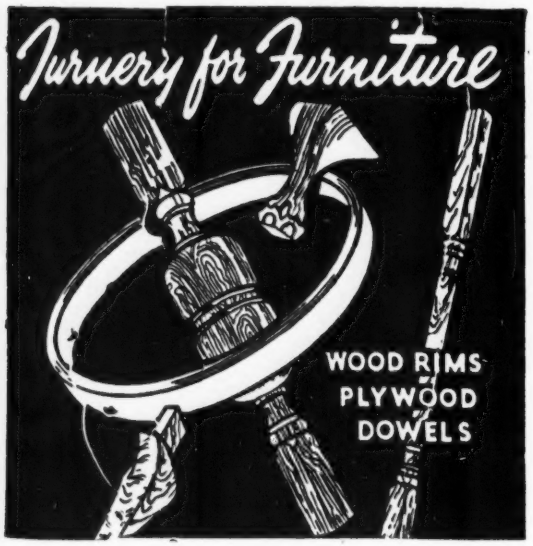

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"Situations Vacant" and "Wanted" and "Representatives Wanted"—2/- a line.
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All other Headings—2/6 a line, approximately six words. Box Number Advertisements—address counting as one line plus forwarding charge of 1/-. Display panels 30/- per inch, 25/- per ½ inch. Address: 180 Fleet Street, E.C.4. 'Phone: CHAncery 8844.

ALL ADVERTISEMENTS RECEIVED BY FIRST POST ON TUESDAY WILL APPEAR IN THE SAME WEEK'S ISSUE

SITUATIONS VACANT

THE ENGAGEMENT OF PERSONS ANSWERING THESE ADVERTISEMENTS MUST BE MADE THROUGH A LOCAL OFFICE OF THE MINISTRY OF LABOUR OR A SCHEDULED EMPLOYMENT AGENCY IF THE APPLICANT IS A MAN AGED 18-64 INCLUSIVE OR A WOMAN AGED 15-59 INCLUSIVE UNLESS HE OR SHE, OR THE EMPLOYMENT IS EXCEPTED FROM THE PROVISIONS OF THE NOTIFICATION OF VACANCIES ORDER, 1952.

ESSEX COUNTY COUNCIL—SUPPLIES Department. Applications invited for post of Assistant in Furniture Section. Sound technical knowledge of furniture and furnishings generally and previous experience in buying and distribution of supplies for a large undertaking necessary. Salary according to qualifications and experience not exceeding £570. Office hours at the rate of 38 a week; alternate Saturday mornings free or paid for as overtime; eighteen working days holiday; sick-pay allowances; medical examination; post is superannuable.—Applications in own handwriting giving full particulars, with names and addresses of three referees, to County Supplies Officer, Old Court, Arbour Lane, Chelmsford, as soon as possible. Canvassing forbidden.

EXPERIENCED female book-keeper typist required after Christmas; able to take charge; top wages and excellent prospects; good references essential.—Apply in writing: Mr. Heizler, Kenneth Philip, Ltd., 34-38 Westbourne Grove, W.2.

ON COMPLETION of our expansion programme the following experienced staff are required:

A. Buyer for Cabinet Section.
B. Salesman for Cabinet Section.
C. Salesman for Soft Furnishing Section.
D. Young man for Interior and Window Display.
E. Forewoman to take complete charge of Soft Furnishing Workrooms.

Apply in first instance in writing, stating in confidence, full details of experience, age and salary required to Secretary, Blundell Bros. (Luton), Ltd., Cheapside, Luton, Beds.

SOFT FURNISHING Curtain and Carpet Workroom Foreman required immediately. Must be fully experienced in pelmet, curtain cutting and measuring, with some knowledge of carpets and upholstery. Good salary and permanency offered to experienced man, able to take complete charge.—Apply giving full details and experience in confidence to Maple & Co., 95 Whiteladies Road, Bristol, 8.

SITUATIONS VACANT

WANTED. Experienced upholsteress; good rate.—Apply to V. Williams, Upholsterers and Coach Trimmers, St. Patrick's St., Stafford. Phone 948.

YOUNG MAN (20-35) assistant to Managing Director; capable internal admin., also distinct sales ability; well-spoken, presentable, reliable, initiative; knowledge wholesale fabrics for upholstery asset, not essential; business rapidly expanding; unlimited prospects right man.—Gordon Fabrics, Ltd., 108 Hackney Road, E.2. SHOreditch 3568, 8352.

REPRESENTATIVES WANTED

A REPRESENTATIVE REQUIRED by a High Wycombe Manufacturer of Firesides, and Small Three-piece Suites in the South Wales and Bristol Channel Area. Commission basis.—Apply Box No. 8971 Furnishing World 180 Fleet St. E.C.4.

CARPETS, wholesale, well-established firm, large stockists British goods, require the services of a thoroughly experienced business man with a knowledge of the carpet trade to represent them in the following areas:—

Midlands,
Wales,
North-East Coast of England.
Scotland.

Applicants with the requisite qualifications and ability could earn approximately £2/3,000 per annum.—Write in strict confidence to Box No. 9042 Furnishing World 180 Fleet St. E.C.4.

CONTEMPORARY FURNITURE. Applications are invited from Contemporary minded young men to carry our well-known and nationally advertised Contemporary upholstery, in the Home Counties, South West and South Coast areas. Applicants should be under 30 years of age and would be required to spend a period in London for a course of training in our methods of manufacture and the selling of Contemporary upholstery. The appointment would be sole representation and on a salary, expenses and commission basis.—Apply in writing, giving particulars of age, education, previous experience, etc., to Luxury Upholstery, Ltd., 827-833 Wandsworth Road, Clapham, London, S.W.8.

REPRESENTATIVES WANTED

FIRST-CLASS Representative wanted for West Cumberland and South Scottish area to take over existing connection for Spring Interior Mattresses and Upholstered goods. Good salary, commission and expenses. Car owner preferable.—Box No. 9057 Furnishing World 180 Fleet St. E.C.4.

H. GOLDICH & SONS, manufacturers of bedroom suites and dining sets, require an energetic and well-established representative for YORKSHIRE. Commission basis. Must own car and reside in the area.—Reply, stating fullest details in confidence, to Bradshaw Mill, Greengate, Middleton Junction, Manchester.

HOSKINS & SEWELL, LTD., require a first-class representative to carry their "Knight Brand" dining sets, occasional furniture and bedsteads for Midland area; gentleman representing good-class upholstery house would be most suitable.—Apply, Secretary, Hoskins & Sewell, Ltd., Midland Works, Brodesley, Birmingham, 12.

LIVE-WIRE representatives required by walnut bedroom suite manufacturers who will be exhibiting at Earls Court in February for the following areas:—

(1) North and South London.
(2) Home Counties.
(3) Eastern Counties.
(4) West of England.
(5) Northumberland and Durham.
(6) Midlands and Potteries.

This position will be on a salary and commission or commission basis only and applicants should write giving FULL details of age, experience and present agencies.—Box No. 9030 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVE required for Wales and Western Counties by High Wycombe manufacturer of good quality dining chairs, firesides, and adjustable chairs on commission basis. Write giving full details to Box No. 9027 Furnishing World 180 Fleet St. E.C.4.

MANUFACTURER OF GOOD QUALITY CHINA CABINETS WISHES TO CONTACT FIRST-CLASS REPRESENTATIVE WITH ENTRY TO GROUP SHOPS, CO-OPERATIVE SOCIETIES AND COMBINES. HIGH RATE OF COMMISSION TO GOOD MAN.—BOX 9052 FURNISHING WORLD 180 FLEET ST. E.C.4.

CLASSIFIED ADVERTISEMENTS CONTINUED ON PAGE 66

CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 65

REPRESENTATIVES WANTED

REPRESENTATIVES wanted on commission basis to sell exclusive designs in good-quality china cabinets at competitive prices: (1) London and Suburbs; (2) South Wales.—Write in confidence to Box No. 8976 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVE Wanted with Car for well-known manufacturer of Small Furniture, Fire-screens, Pictures, Barbola Mirrors and Fancy Goods. Quick selling lines. Applicant must have good selling record for South, Midlands, and S. Wales. —State experience, salary, age and submit references, Bennett & Jennison, Ltd., Ladysmith Road, Grimsby.

REPRESENTATIVE OR AGENT REQUIRED FOR HIGH WYCOMBE AREA FOR FURNISHING FABRICS.—BOX No. 9045 FURNISHING WORLD 180 FLEET ST. E.C.4.

AGENTS WANTED

LIVE-WIRE AGENTS wanted, with connections, to sell imported products of first-class quality and price—to market card tables, folding chairs, folding tables, step-ladders, ironing boards, kitchen tables (all areas).—Write, giving details of experience to Pribec, Ltd., Breakspear Road, Ruislip.

AGENCIES WANTED

GENTLEMAN who has stockroom facilities and an excellent connection in Northern Ireland is now able to undertake an agency for dining sets and/or occasional furniture. Please note that only manufacturers who are prepared to give good backing with delivery and competitively-priced articles should apply. —Box 9046 Furnishing World 180 Fleet St. E.C.4.

The Classified Advertisement Department of the Furnishing World sends the Compliments of the Season to all our readers

STOCKS WANTED

SPOT CASH for cabinet manufactures' surplus stocks, plywood offcuts, etc.—Full details and price to J. E. Jones, 10 Grey Street, Manchester, 12.

WANTED: Job stocks or furniture; any area; spot cash; we collect.—Ro-La Furnishing Co., Ltd., 155 Bethnal Green London, E.2 (Bishopsgate 8623).

PREMISES WANTED

WANTED, Large shop premises for furniture and radio business in main thoroughfares in good industrial districts or towns throughout the country. Would consider long lease or purchase of the property. Also interested in similar good sites for buildings furniture stores.—Details to H. Cassell, Pooles Central Warehouse, Ltd., 2/40 Station Road, Wigan.

PREMISES wanted in Exeter, Plymouth, and Bristol for retail furnishing.—Replies to Box No. 9012 Furnishing World 180 Fleet St. E.C.4.

WANTED

MANUFACTURERS OF WELL RECEIVED CHINA CABINETS, WHO HAVE NOW INCREASED PRODUCTION, WOULD LIKE TO MEET WHOLESALER TO TAKE UP A LARGE PROPORTION OF OUTPUT. LIBERAL DISCOUNT GIVEN.—BOX 9053 FURNISHING WORLD 180 FLEET ST. E.C.4.

BUSINESSES FOR SALE

SUCCESSFUL Furniture Business for sale in Belfast. Close to City Centre. Modern Building containing approx. 30,000 sq. ft. on two floors may also be purchased if desired. Business occupies only a portion of this property, but vacant possession of approx. 25,000 sq. ft. can be obtained.—Box 9058 Furnishing World 180 Fleet St. E.C.4.

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Owing to the continued illness of Mr. Harry Edmonds, the old established **HOUSE FURNISHING BUSINESS** known as

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RECONDITIONED ex-Army huts and manufactured buildings; timber, asbestos, Nissen type, hall type, etc.; all sizes and prices.—Write, call or telephone: Universal Supplies (Belvedere), Ltd., Dept. 46 Crabtree Manorway, Belvedere, Kent. Tel.: ERIth 2948.

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Telephone RODney 5751/4

SEE PAGE 65 FOR FURTHER CLASSIFIED ADVERTISEMENTS

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The classified section is where regular readers look for the kind of goods or service you have to offer.

Furnishing World
Classified Advertisements

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INDEX to ADVERTISERS

Abel, I., & Sons, Ltd. 8
Adams Studios 24
Allen, A. J. (High Wycombe), Ltd. 22
Applied Art Glass Co. 30
Atkin, Bates & Co., Ltd. 6

Bamford Spring Interiors, Ltd. 31
Bentwood (Stratford), Ltd. ... 61
Berry, H. J., & Sons, Ltd. ... 10
Britannia Wire Works, Ltd. 13
British Electric Dev. Assn. ... 56
Bruce, Robert, & Co., Ltd. ... 62
Burkraft, Ltd. 54
Burrow, A. J., & Co., Ltd. ... 8
Byfleet Furniture, Ltd. 32

C. K. Wicker Chair Mfrs. Co. 18
Camm, P., Ltd. 28
Caras, B., & Co., Ltd. 62
Cartwright, B., & Sons, Ltd. 27
Castle Bros. (Furn.), Ltd. ... 5
Cumming, A. S., & Co., Ltd. 20

Ditchburn Group 17
Dykes, J., Ltd. 15

Ever-tidy Products, Ltd. 24

Fanghanel, P., & Co. 14
Farmer, A. G., & Son 29
Farmer, Leopold, & Son 52
Firview Products 32
Fisher, Edward 6
Flint, H. W. 6
Fogel, A., & Sons, Ltd. 16
Foxton, W., Ltd. 37
Furniture Industries 3

Gaskin, U. M., & Son 29
Gloria Cabinet Works, Ltd. 28
Goodchild Bros. 20
Goodchild, D., & Sons 18
Granville, E. L., & Co. 9
Greaves & Thomas, Ltd. 1
Greengate Woodturning Co. (1940), Ltd. 64

Hanover Trimmings, Ltd. ... 25
Harris Goldstein 28
Harrison & Bardesley 22
Heap, J., & Co., Ltd. 20
Hewson, Bates, Ltd. 12
Hygena Cabinets (Liverpool), Ltd. 23
Huntleys of Bristol 22

Kaymet Co., The 18
Kennett Price Markers, Ltd. 26
King & Darbyshire, Ltd. 33

Lamb, C., & Sons, Ltd. 27
Lawrence, W., & Sons (Furn.), Ltd. 22
Lazarus, L., & Sons, Ltd. ... 55
Leylux, Ltd. 21
Loncraine, D. C., & Co. 10

Manashe, J., & Co., Ltd. 22
Marcus, L., Ltd. 54
Mellors, Munro, & Co., Ltd. 30
Michell, C. F. (Duraluxe), Ltd. 35

Nash, F., & Sons, Ltd. 20
Nelson Wire Mattress Co., Ltd. 24
Nichols, J. R. 62
Nico Mfg. Co. 64
Northern Spring Cushion Co. 16

Pamphilon, J., & Son, Ltd. ... 26
Parker & Osborn, Ltd. 19
Pearce & Cutler, Ltd. 23
Paragon Furniture, Ltd. 68
Peatey Bros. 16
Perry & Sons (Overmantel), Ltd. 12
Petmar Industries, Ltd. Cover i
Pintus, Robert, & Co., Ltd. 62
Plumridge, Wm., Ltd. 14
Potts & Ward, Ltd. 30
Put-U-Up Repair Service ... 24
Pymore Mill Co. 31

Quickfor, Ltd. 7

Rackstraw, J. S., & Co. 19
Regent Furniture (Leeds), Ltd. 10
Renns Shaped Ply, Ltd. Cover iii
Rhodes, John, & Son 30
Ronson Furniture, Ltd. Cover ii
Rose, Salisbury & Co. 34
Rose & Co. 26
Rouse, Geo., & Co., Ltd. 28

Sage, A., & Stanley, Ltd. 26
Saunders & Colman, Ltd. ... 14

Serlin, L., & Sons, Ltd. 8
Sewell, J. H. T., & Son 2
Sherr, J. & M., Ltd. 30
Sheath Bros. 62
Shefco Cabinet Co. 52
Siddall & Hilton, Ltd. 12
Sion, H., & Sons, Ltd. 26
Spiers, H., & Co., Ltd. 64
Spraytex (M/c.), Ltd. 32
Stamford Trading Co., Ltd. ... 53
Sterling Furniture 36
Sussex Dowel Co. 63

T. & L. Furniture, Ltd. 2
Tele Circle Unit Upholstery 18
Timber & Gen. Mutual Accident Ins. Assn. 61
Trigg & Oldfield, Ltd. 14

Universal Fittings (Kingsland), Ltd. 30

Van Hoorn Trading Co. 26
Vitafoam, Ltd. 4

Way, A. J., & Co. 11
Webber & Harrison, Ltd. 25
West Lancs. Cabinet Co. ... 28
Whitree Timber Co. 57
Wilkinson (Veneers), Ltd. ... 67
Williams, J. (High Wycombe), Ltd. 4
Williamson & Kay, Ltd. 64
Willow Pad ..... Cover iv
Woodcock, A. H. (Furn.), Ltd. 16
Wood, Stanley, Ltd. 21
Wycombe Spring Co. 32

Young, G. J., & Co., Ltd. ... 28

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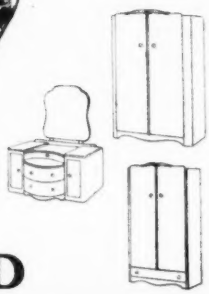

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